AUGUST 23, 1943

PRICE 15 CENTS

# BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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# SYDNEY MOSELEY *sent*

*2,000 people into a sponsor's stores every week for 26 weeks!*

*When* SYDNEY MOSELEY *told his listeners he'd take an air-vacation to write a book, 10,000 letters poured in begging him to change his mind!*

Unusual? Not for Moseley. This outstanding commentator's air career is spiked with facts proving that he can make people *listen* loyally, *act* promptly, and *buy* what he tells them to *buy*.

What does a Moseley sponsor think? Read this excerpt from a letter: "We have sponsored numerous programs in the past—some to our sorrow. But I can say that Moseley has given us a new perspective on the value of radio advertising!"

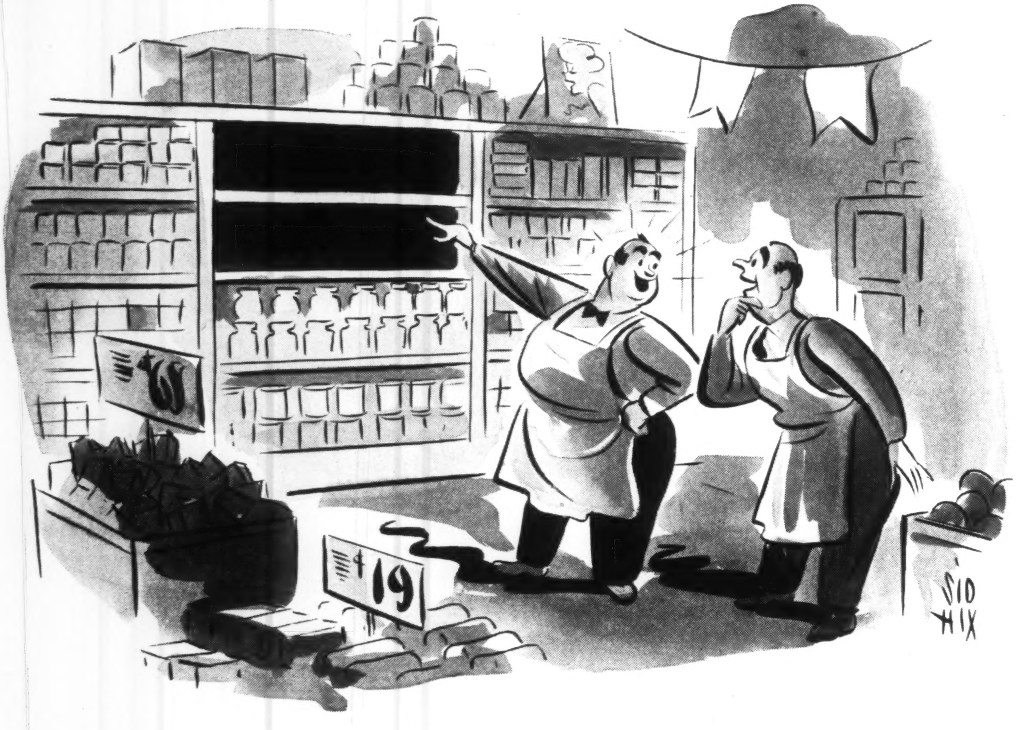
SYDNEY MOSELEY is now available on WOR, in New York. His program, "Headlines of Tomorrow", 1:00-1:15 P.M., weekdays, is soaring toward top popularity. SYDNEY MOSELEY is *now* geared to do a great selling job for an advertiser, or his agency, at a remarkably low price.

Write, wire or phone WOR, 1440 Broadway, New York 18—PE 6-8600—attention of NORMAN LIVINGSTON, for a complete, easy-to-read presentation giving *all* facts, including price.

## Note—MUTUAL STATIONS!

SYDNEY MOSELEY is available on Mutual stations from coast-to-coast for local sale. Amazing opportunity to sell this great personality in your market. Write WOR, 1440 Broadway, N. Y. 18, attention of NORMAN LIVINGSTON, for cost and sales ammunition regarding this remarkable, money-making offer!

Write now, today.



## "THAT'S WHAT HAPPENS WHEN A PRODUCT IS ADVERTISED ON WLS"

YES, SIR! WLS really moves merchandise. For when we tell listeners to buy, they buy . . . and when we tell them to write, they write. Take Martha's and Helen's success with this "Feature Foods" offer for instance:

They received 4,774 letters in one month . . . for a dessert advertiser using brief participation five days a week, offering only a recipe for ice cream.

That's a typical result for WLS advertising. And what is true of the "Feature Foods" program is likewise true of many other WLS programs. We can show lots of further evidence that *WLS Gets Results.* Just ask us . . . or ask any John Blair man.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

**WLS**

**CHICAGO**

The
PRAIRIE
FARMER
STATION

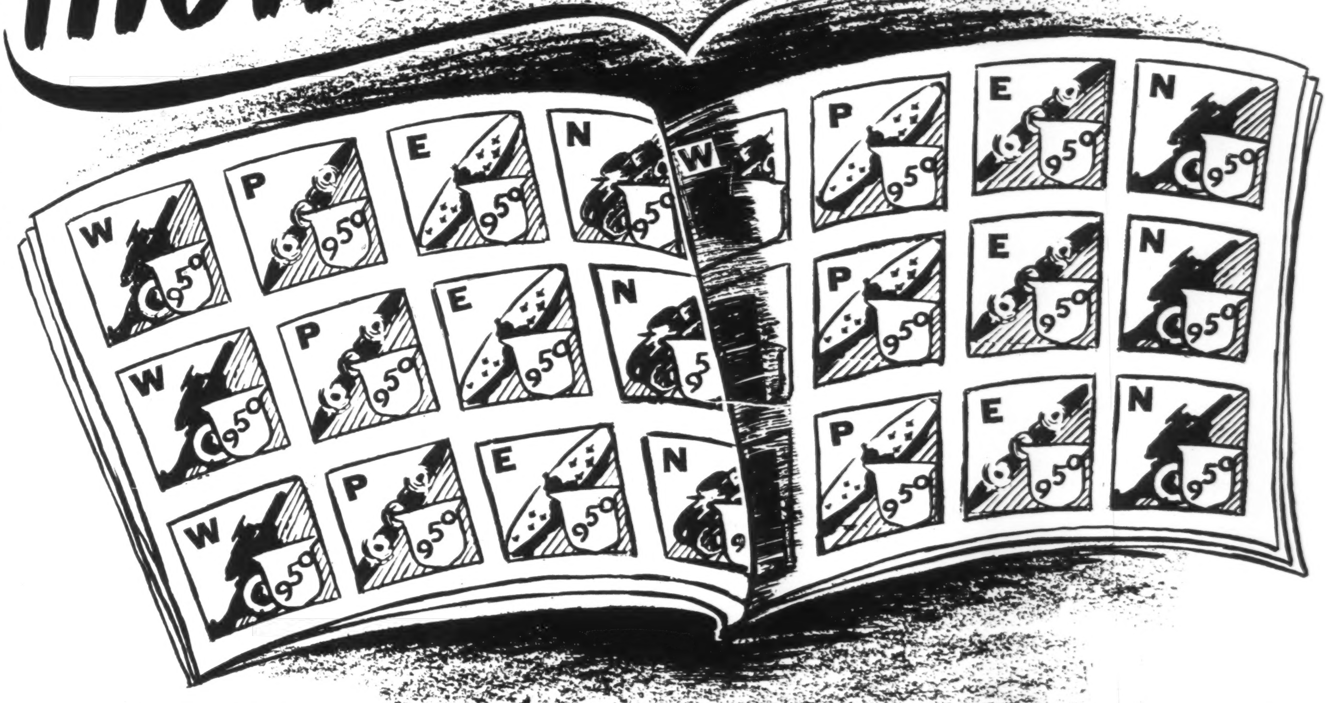
BURRIDGE D. BUTLER
*President*

GLENN SNYDER
*Manager*

**REPRESENTED BY**
**JOHN BLAIR & COMPANY**

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWEL

# HIGH POINTS ON WPEN



# LISTENING'S NOT RATIONED ON WPEN

**BUT**

# YOU GET THESE HIGH POINTS IN *Sales* PULLING POWER

Excellent dial position . . . consistent record of success for all types of accounts . . . proved by long term renewals** . . . Program schedule flexible . . . to meet changing listening habits . . . streamlined to fit recreation needs of war industry workers.

***These are some of the many national and local accounts* long-time users *of WPEN . . . and they've renewed for* long-term contracts: *Crawford Clothes . . . Dun Shoe . . . Nevins Drugs . . . Pepsi-Cola . . . Palmolive . . . Ex-Lax . . . American Chicle . . . Gold Medal Capsules . . . Admiracion Laboratories . . . Ward Baking.*

**WPEN** IN *Philadelphia* 950's THE HIGH POINT *of* ENTERTAINMENT & SALES POWER

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The
MOST
ECONOMICAL
BUY
in OMAHA
★
KOIL

KFAB
is a MUST
For Outstate Nebraska

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

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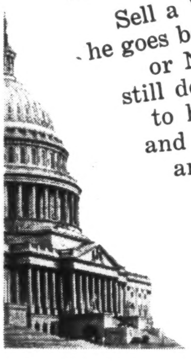
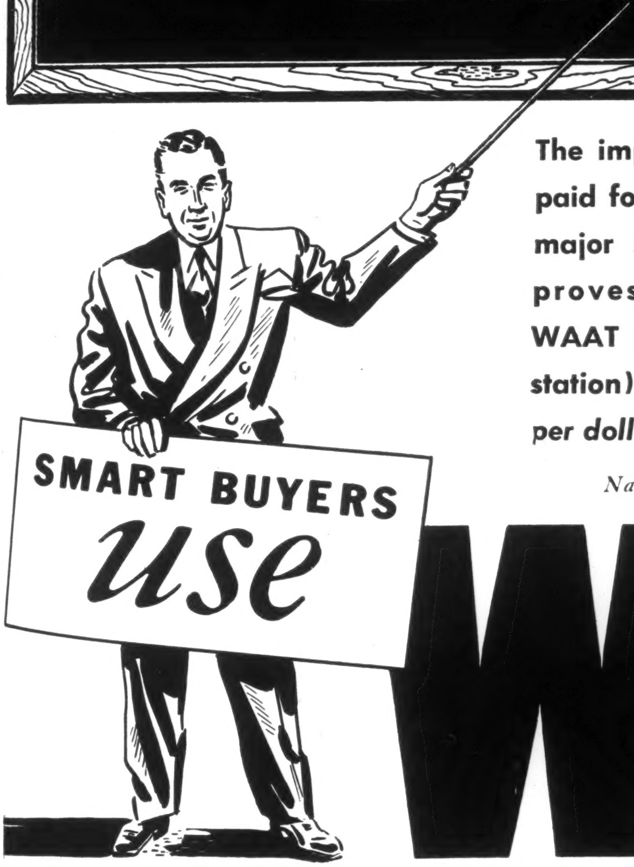
SELL WASHINGTON...
and you sell the Nation!

Sell a Washingtonian today, tomorrow when he goes back home to Peoria, or Walla Walla, or New York City he'll still be sold . . . will still demand your product. *Now* is the time to hit this Washington market of a million and a quarter people . . . it's the cheapest and most effective way to build up post-war National Distribution!

*Of course you'll hit 'em twice as hard 24 hours a day on . . .* WOL



# When You Think of America's 4th Largest Market* — YOU MUST THINK OF WAAT because...



**The impartial radio research paid for cooperatively by *all* major stations in this area proves conclusively that WAAT (America's 2nd oldest station) delivers *most listeners per dollar* in North Jersey.**

No wonder leading agencies and advertisers are getting "on the beam"—are placing more new national business than ever before on New Jersey's First Station! It will pay you to investigate! Write, wire, or telephone WAAT; Executive Offices, Hotel Douglas, Newark, New Jersey.

*National Representatives (Outside New York Area) Spot Sales, Inc.*

# WAAT

**"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY"**

***Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.***

# Play the TUNE, and I'll remember the WORDS . . .

One of the funny things about the human mind is the way in which it associates *words* and *sounds.*

Try it yourself. Try to recite the words of *The Star Spangled Banner,* for instance, without "remembering" the tune.

Sonovox takes advantage of that trick of mind and memory. It makes all fog-horns *forever* say "Bee—oh-h." It makes those singing violins say "Woodbury, Woodbury, Woodbury"—not only in words, but in your *memory.* Never again will you hear that little tune without remembering what it *says.*

Sonovox can make *your* radio message memorable. Ten years from now you'll be using Sonovox, in its proper place, as a matter of course. But why not join those *pioneers* listed at the right—and cash the dividends that always accrue to the foresighted?

## SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
*Louis E. Wade, Inc.*
American Chicle Co. (Black Jack Gum)
*Badger and Browning & Hersey, Inc*
American Industries Salvage Committee (Steel Scrap Drive)
*McCann Erickson, Inc.*
Bismarck Hotel
*Smith, Benson & McClure, Inc.*
Buick Motors Division, General Motors Corp.
*Arthur Kudner, Inc.*
Chicago, Milwaukee, St. Paul & Pacific R. R.
*Roche, Williams & Cunnyngham, Inc.*
Chick Bed Company (Chick Bed Litter)
*The W. D Lyon Co.*
Colgate-Palmolive Peet Company (Vel, Palmolive)
*Ward Wheelock Co.*
Delaware, Lackawanna & Western Coal Co.
*Ruthrauff & Ryan, Inc.*
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
*Ruthrauff & Ryan, Inc.*
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
Feltman-Curme Shoes
*Russell C. Comer Advertising Co.*
Forum Cafeterias of America
*R. J. Potts-Calkins & Holden, Inc.*
Griesedieck-Western Brewery Co. (Stag Beer)
*Maxon, Inc.*
Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
*Campbell-Ewald Co., Inc.*
Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
*Mitchel Faust Advertising Company*
Andrew Jergens Co. (Woodbury's Products)
*Lennen & Mitchell, Inc.*
Lever Brothers Co. (Lifebuoy Soap)
*Ruthrauff & Ryan, Inc.*
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
*Warwick & Legler, Inc.*
Pan American Coffee Bureau
*Buchanan & Co., Inc.*
Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra (in all broadcasts)
Shell Oil Company, Inc.
*J. Walter Thompson Co.*
U. S. Treasury Dept.
Universal Pictures Company, Inc. ("Larceny With Music")
Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)
Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

## WRIGHT-SONOVOX, INC.

***"Talking and Singing Sound"***

**FREE & PETERS, INC., *Exclusive National Representatives***

**CHICAGO:** *180 N. Michigan* Franklin 6373 • **NEW YORK:** *247 Park Ave.* Plaza 5-4131 • **SAN FRANCISCO:** *111 Sutter* Sutter 4353 • **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 • **ATLANTA:** *322 Palmer Bldg* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 25, No. 8 WASHINGTON, D. C., AUGUST 23, 1943 $5.00 A YEAR—15c A COPY

# FCC Demands Full Data on Sale of Blue

## Separate Price for WJZ, KGO, and WENR Sought

SPURRED by Chairman Wheeler (D.-Mont.) to get the full facts, and itself feeling that the information supplied it is vague and incomplete, the FCC by unanimous vote last week designated for full-dress hearing on Sept. 10 the proposed sale of the Blue Network Co. to Edward J. Noble, New York industrialist and broadcaster. The $8,000,000 cash figure establishes a new record for any radio transaction and marks the first time a complete network would change ownership.

Following its action Tuesday (Aug. 17) in setting the transaction for hearing, the FCC Friday sent to all parties in interest a detailed Bill of Particulars outlining additional data it desires to have presented at the formal proceeding. The entire Commission (six members, in view of the George H. Payne vacancy) will sit.

### Price For Each Station

BLUE and Mr. Noble must establish an individual price for each of the three stations owned and operated by the BLUE, under the hearing notice. The voluminous applications for transfer filed with the Commission Aug. 11 by RCA, as the seller, and American Broadcasting System Inc., Mr. Noble's company, as the purchaser, simply established the blanket $8,000,000 figure for the network as a going concern. Separate prices must now be set for WJZ New York, WENR Chicago and KGO San Francisco.

It was learned authoritatively that Mr. Wheeler, chairman of the powerful Senate Interstate Commerce Committee in which radio legislation originates, contacted the FCC shortly following announcement of the RCA-Noble transaction, and urged that a thorough study be made of all aspects of the proposed transfer. Whether or not the Senator's letter had any bearing on the Commission's unanimous vote, the bill of particulars, drafted independently by the FCC's law department, provides for the most penetrating sort of inquiry.

Under the contract entered into by Mr. Noble with David Sarnoff, RCA president, signed July 30 but amended on Aug. 2, the transaction becomes void unless FCC approval is forthcoming by Nov. 1. The Sept. 10 hearing date, it was thought, provides ample time to meet that deadline, unless unforeseen obstacles are encountered.

### 'National Importance'

Aside from the conventional data which it requires in matters pertaining to transfers or sales of stations, the hearing notice specifies the Commission wants to determine the sources of all assets of Mr. Noble's new company in the purchase of the stock of the BLUE. Also raised is the question of Mr. Noble's plans, if any, for the issuance of the remaining 100,000 shares of treasury stock of ABS. Mr. Noble agreed to purchase 400,000 shares of the capitalized 500,000 shares of ABS for $4,000,000, with no accounting for the residue.

It was clear that, while the Commission desired to expedite the transaction in the interest of all parties concerned it nevertheless wanted as full and complete information as possible, lest there be repercussions. By setting a Sept. 10 date, the FCC placed the transaction ahead of other scheduled docket proceedings. And by authorizing the entire Commission to sit, the FCC resorted to a procedure invoked only in the most important policy considerations.

The Commission formally announced that it had designated the transaction for hearing "in view of the national importance and general public interest in the proposed sale of BLUE Network, Inc., licensee of three radio stations and operator of a major network". It pointed out that under Section 310(b) of the Communications Act, the Commission must act upon the transfer of control of the three stations, which are licensed to the BLUE. Also involved and subject to Commission approval are 43 relay stations licensed to the BLUE and authority to transmit programs to Canadian stations affiliated with the BLUE.

Thus far no petitions to intervene in the proceedings have been filed. It is expected that RCA, as the seller, the BLUE, as the licensee of the stations, and ABS will be the only participants. Mr. Noble himself, it is presumed, will appear to testify regarding those aspects of the hearing notice related to his own plans and to his proposed policies on operation of the BLUE.

### Complete Facts Demanded

It became evident last week that Mr. Noble does not propose to sell WMCA, which he has owned since 1941, until the FCC has approved the sale of the BLUE. Supplementing the Aug. 11 application, Mr. Noble last week filed with the Commission a sworn statement deposing that "in the event of approval by the FCC of the application for transfer of all the outstanding stock of BLUE Network Co. Inc. from RCA to ABS Inc.", it was his intention to "dispose of all of the bonds and stockholdings" in WMCA Inc. which he owned at that time. Mr. Noble, it is reported, has received some two dozen bids for WMCA ranging up to $1,250,000. He has reduced negotiations, however, to three or four bidders, it is reported.

Mr. Noble acquired WMCA in

(*Continued on page 49*)

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# FCC Bill of Particulars for Blue Network Hearing . . .

FOLLOWING is the full text of the Bill of Particulars sent by the FCC last Friday to RCA, the BLUE Network Co., and American Broadcasting System Inc., of which Edward J. Noble is president and sole stockholder, setting forth data to be supplied at the public hearing Sept. 10 on the proposed sale of the BLUE to ABS for $8,000,000 cash:

1. To determine the legal, technical, financial and other qualifications of the proposed transferee to control the licensee of standard broadcast stations KGO, WENR, WJZ and 48 relay broadcast stations.

2. To determine the source or sources of all assets of the transferee in the purchase of the stock of the licensee corporation.

3. To determine the original, depreciated and replacement values, with detailed supporting data, for such values, of all technical and other equipment used or useful in connection with the operation of the stations listed in Issue 1.

4. To determine the amounts proposed to be paid for each of the stations listed in Issue 1.

5. To obtain full information with respect to the proposed acquisition of control, including all understandings, contracts or arrangements relating to the same.

6. To determine what plans, if any, transferee has for the issuance of the remaining 100,000 shares of treasury stock.

7. To determine the manner in which the licensee would be operated under the control of the proposed transferee, including the personnel to be employed.

8. To obtain full information with respect to any changes in operation of the licensee.

9. To obtain full information with respect to any changes in the licensee corporation, its officers, directors, employees or otherwise with respect to the licensee.

10. To obtain the information required by part 2 of Commission Form No. 315.

11. To determine whether, in view of the facts shown under the foregoing issues, a grant of the application would be in the public interest.

# Coal Disc Campaign Brings Good Results

## Response of Public To Drive Eases Problem

EFFECTIVE use of transcriptions sponsored by coal dealers in the Government's "Buy Coal Now" campaign is indicated in replies received at the office of Howard Gray, Deputy Administrator, Solid Fuels Administration for War. The replies from dealers and radio stations who requested the transcriptions attest the public response to the messages and the benefits to sponsors.

In many cases, dealers reported they have continued the campaign throughout the summer, using the transcriptions whenever newly-arrived coal supplies permitted additional sales. In a number of instances the discs were cooperatively sponsored by all local dealers.

### Small Stations Aided

That small stations benefited from the campaign was evident from letters received from stations which were able to find sponsors for the discs. Usually, however, the dealers wrote to Washington for the recordings and took them to stations.

Typical of the replies received in the survey were the following:

From Hunter Coal and Ice Co. Inc., High Point, N. C.: We have been getting good response from the records furnished by your office in connection with Order Coal Now campaign. . . We have purchased $200 worth of time from station WMFR in High Point and we believe this to be very helpful to us.

From Currie Coal Co., Fayetteville, N. C.: Coal dealers of Fayetteville have joined together in sponsoring this campaign over WFNC to run 10 weeks . . . this material has met with our approval and the benefits . . . have been most gratifying to us in the promotion of sale of coal during what is normally our dull season.

From Julian J. Behr Co., advertising agency, Cincinnati, which used one-minute "Buy Coal Now" discs to supplement regular news periods sponsored by a client on WCPO: Results from transcriptions furnished have been eminently satisfactory . . . we credit the unusually big volume of orders as traced to telephone orders to transcriptions.

From Sewanee Coal & Supply Co., Chattanooga, Tenn., which reported 20 dealers participating in the campaign: It was necessary to temporarily discontinue these spots due, principally, to the dealers' inability to get a sufficient amount of coal to deliver in accordance with the campaign.

From Leland H. Purks, Cedartown, Ga., who used the discs twice daily for two weeks on WGAA: I think this is one of the best mediums to impress upon the public the importance of buying their coal now.

From Ice Delivery Co., Selma, Ala., which sponsored the transcriptions on WHBB: The transcriptions have proven very satisfactory.

From WTAQ, Green Bay, Wis., whose client, Northern Coal & Supply Co., used the spot announcements: The recordings have had good results.

From Farmers Elevator & Exchange Co., Hannibal, Mo., which used the recordings on WHMO: They seem to have brought in the orders.

From W. J. Sterchi Coal Co., Knoxville, which is sponsoring the transcriptions on WBIR for 13 weeks: We are happy to report that the response has been most gratifying.

### Filling the Bins

From Royal Coal & Lumber Co., Logan, Utah, which used the transcriptions on KVNU: We have filled more bins the past two weeks than in any other period since we have been in business.

From Rock Island Lumber Co., Rock Island, Ill., which used the announcements in connection with its morning musical program on WHBF: We wish to report that we have had very fine results with these transcriptions.

From Ray Coal & Coke Co., Montgomery, Ala., which has been using the messages on WSFA: We have received good results and a number of our customers have advised us of the good advertisement we have on the air.

Cape Coal Co., Cape Girardeau, Mo., which reported that several coal dealers cooperatively sponsored the discs daily during July on KFVS: These records have given wonderful results and at this time we are 14 carloads behind in our delivery. Many of our customers would not have thought of ordering their fuel until Fall. Other dealers have like results.

Carolina Builders Corp., Raleigh, N. C., which sponsored the transcriptions on WRAL for July and August: Results from this campaign have been very satisfactory.

Russell the Coal Man, Elkhart, Ind., which joined in a cooperative campaign sponsored by Elkhart Coal Merchants Assn. on WTRC: We are definitely filling more bins this year than ever before.

### Business Increases

H. W. Ramsey, Oakland City, Ind., who used the transcriptions on WEOA Evansville: There has been a decided increase in business over this same period last year, which we attribute in most part to the radio programs.

B. F. Merritt Coal Co., Macon, Ga., which sponsored the transcriptions on WMAZ: The results obtained from the timely messages have been most gratifying. In our opinion, this method of getting over to the people the importance of buying their coal now is unexcelled.

Station WOLF Syracuse, N. Y., T. S. Marshall, president, reporting on time purchased by one sponsor: The campaign has enabled us to increase our income by $94.50 a week at a time when we local stations are having some pretty tough going. We certainly would like to see more campaigns handled on the same basis.

### Many Orders

McFarlane Fuel & Stoker Co., Salt Lake City, which sponsored the records on KDYL: We have had good results and have on hand orders for about 3,500 tons of storage coal.

Blanchard & Turner, Portsmouth, Va., which used the discs on WSAP: The tonnage which we have so far this season delivered to the consumers' bins is about 35% ahead of deliveries made during the same period last year.

Roy Boon Service Station, Scottsbluff, Neb., which sponsored the transcriptions daily for two months on KGKY: I have sold twice as much coal as ever before in the summer. And as I have done no other advertising I give them credit for most of this increase.

Penland Bros., Pendleton, Ore., which has been sponsoring the transcriptions on KWRC: We find that they are doing a very nice job.

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## Abraham & Straus Plans First Radio Campaign

ABRAHAM & STRAUS, Brooklyn department store, said to be the second largest newspaper advertiser in New York, will start its first commercial radio program Sept. 10 as sponsor of a weekly participation *Missus Goes A-Shopping*, studio audience series on WABC, New York. Participations will be increased to three a week Oct. 4. Program is not intended to replace newspaper advertising, but to supplement it by "adding the advantages of another universal home medium," according to the store.

As co-owner with Bloomingdale Bros. of W75NY, FM station operated by Metropolitan Television Inc., New York, A & S has cooperated in the presentation on that station of a non-commercial program, *Wartime Living*, since the first of the year. Neff-Rogow, New York, has been named advertising agency.

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## Emmco Signs U. of Mich.

GRIDIRON SEASON of U. of Mich. will be carried again this year by WJR Detroit broadcasting direct from the stadium. Emmco Ins. Co., South Bend, is the sponsor and Bob Kelley and Jack Lellerman will handle the announcing and "color" for the games. World news will be broadcast between halves. Those who signed the contract are: H. C. Williams, vice-president and secretary Emmco; E. M. Morris, president Emmco; Charles Burke, WJR; K. L. Snedecor, vice-president, MacDonald-Cook Co.; Thomas F. Shortall, vice-president and agency superintendent Emmco; C. A. MacDonald, president, MacDonald-Cook Co., South Bend-Chicago adv. agency handling the Emmco account.

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## Wander Co. Returns

WANDER Co., Chicago (Ovaltine) returns to the air Sept. 27 on 75 BLUE stations with *Captain Midnight*. The quarter-hour drama will be heard Monday through Friday at 5:45 p.m. (EWT). Blackett-Sample-Hummert is agency.

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## GE Buying Breaks

GENERAL ELECTRIC Co., Cleveland, is purchasing station break announcements on behalf of Mazda lamps. Contracts for 52 weeks have been signed with KYW Philadelphia, and with WOR New York, for five announcements weekly, starting in Mid-August. It is understood that the campaign is an extensive one, but details have not been made known by BBDO New York, agency in charge.

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## Arvey Test Spots

ARVEY Corp., Chicago (R-V utility fiber cans), beginning Aug. 3 will sponsor a 30-day test campaig of participation spot announcements on homemaking program on KSFO KNX KIRO WTCN KMOX. The campaign is likely to be extended nationally later. Agency is First United Broadcasters, Chicago.

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## Republic Drops Plans

REPUBLIC PICTURES, New York, has abandoned for the present its plans for a half-hour network program featuring studi talent [BROADCASTING, July 1 because film players have so many commitments. Firm will contin spot announcements for stars a films. Agency is Donahue & C New York.

**WORLD'S FIRST AERIAL NEWSPAPER,** the *Minute Man,* launched Aug. 9 when first copy was presented to Lt. Gov. Horace Cahill of Massachusetts (in dark suit, center) at Boston airport. P is a mimeographed edition of the latest news gathered by the *Esso porter* and sent from WBZ Boston by Western Union printers to No east Airlines offices at the field, where the mimeographing is d (l to r) Carlo DeAngelo, account executive, Marschalk & Pratt; O'Brien, assistant advertising manager of Standard Oil Co. of N. Helen Murdock, Northeast Airlines hostess; Jack Miller, advertis manager of Standard Oil; Robert Lybeck, engineer, Colonial Bea Oil Co.; Lieut-Governor Cahill; J. A. Knowlton and Leslie Fitzger Colonial Beacon Oil Co.; Barry McLaughlin, advertising depart of Standard Oil; C. S. Young, general manager, and Harry D. G win, promotion manager, of WBZ-WBZA Boston.

# Ruling Is Awaited In WSAY's Appeal

## Injunction Decision Against AFM Sought by Station

DESPITE steps taken by the National War Labor Board to maintain the status quo pending investigation of the dispute between WSAY Rochester, N. Y., and James Petrillo, president of the American Federation of Musicians [BROADCASTING, July 26], WSAY has taken the case to court, seeking damages of an undisclosed amount and an injunction restraining Mr. Petrillo and the AFM from causing Mutual to stop supplying WSAY with musical programs.

The case was heard in the Supreme Court of New York Aug. 12 and five days later Justice William F. Love reserved decision on WSAY's plea for a temporary injunction.

### 'Secondary Boycott'

According to Jacob Ark, New York attorney for WSAY, the injunction, if granted, will merely save WSAY from further financial loss pending complete settlement of the dispute. He claims the union cannot legally call a strike at the station "where no work exists" and that the AFM action is a "secondary boycott". Named also in the WSAY injunction petition is Leonard Campbell, president of the Rochester Musicians Protective Assn. According to Campbell's lawyer, George J. Nier, the union merely wants an accounting from WSAY to discover if the station can afford to hire the five additional stand-in musicians, demanded in the new contract between the AFM and WSAY.

# NEW NAB COMMITTEE TO ADVISE ON NEWS

**A SEVEN-MAN radio news committee** is being formed by the NAB, in line with a recommendation to the NAB board last June by the NAB's Public Relations Committee at a meeting in Chicago [BROADCASTING, June 28]. Letters inviting participation by radio news editors and station managers were sent out last Friday by Neville Miller, NAB president.

The committee has three major purposes: To adopt standards which will insure accurate and fair treatment of radio news by radio stations and promote cooperation between radio and other news media; to secure fair and objective recognition of representatives of radio news in fields outside of radio, as in Government agencies, and to secure equal recognition with representatives of the press; to set up standards for the handling of news by radio about radio.

The committee is expected to contribute to the plan to assist and encourage an aggressive public relations practice on the part fo local management, an objective outlined at the Chicago meeting of the Public Relations Committee.

## OWI NEWS AND POLICY COMMITTEE

THIS GROUP of outstanding broadcasters will constitute the Radio News and Policy Committee designated by E. Palmer Hoyt (insert), director of the Domestic Branch of OWI in formulating war news policies governing radio. Top row (l to r) Niles Trammell, NBC President; Neville Miller, NAB President; W. S. Paley, CBS President; Mark Woods, BLUE President; Miller McClintock, Mutual president. Bottom row (l to r) Lewis Allen Weiss, Don Lee vice-president and general manager; Leo Fitzpatrick, executive vice-president, WJR Detroit; Herbert L. Pettey, director, WHN New York; Martin B. Campbell, managing director, WFAA-WBAP, Dallas.

# Radio News, Policy Committee Is Named for Industry by Hoyt

RECOGNIZING radio on equal footing with the press as a news medium, E. Palmer Hoyt, Director of the Domestic Branch of OWI, last Saturday announced appointment of a nine man Radio News & Policy Committee to consult on matters pertaining to war news coverage and handling. Mr. Hoyt is on leave from his post as editor and publisher of the *Portland Oregonian* (KGW-KEX), having succeeded Gardner (Mike) Cowles Jr., Iowa publisher and broadcaster, last June.

Members of the committee, representing all segments of the industry, include the executive heads of the four major networks and prominent broadcasters representing independent factors in the industry.

Because of the importance of radio news coverage in the war picture, Mr. Hoyt, shortly after he took over, decided upon the appointment of the Radio Committee to parallel the newspaper group, which met with him last month at an organization meeting.

Members of the Radio Committee are: William S. Paley, President, CBS; Niles Trammell, President, NBC; Mark Woods, President, Blue; Miller McClintock, President, Mutual; Lewis Allen Weiss, Vice President and General Manager, Don Lee; Leo Fitzpatrick, Executive Vice President and General Manager, WJR Detroit; Herbert L. Pettey, Director, WHN New York; Martin B. Campbell, Managing Director WFAA, WBAP, KGKO Dallas-Ft. Worth; and Neville Miller, President, NAB.

Mr. Hoyt emphasized that the committee will be active and that it will be called to Washington to consult with him on war news matters at intervals of two months or so.

It is expected that Willard Egolf, assistant to NAB President Miller in charge of public relations, will act ex officio as secretary of the group. Formation of the Committee was discussed with Mr. Hoyt by President Miller and Mr. Egolf last month [BROADCASTING, July 19].

## Plough Campaign

PLOUGH Inc., Memphis, will start its annual winter campaign for Penetro nose drops in the latter part of September, using more than 350 stations throughout the country. Campaign will consist of recorded one-minute announcements and chain breaks, prepared by Columbia Recording Corp. Agency is Lake-Spiro-Shurman, Memphis.

# Fly Joins Craven In WGST Vote

## Commission Sets Hearing On Management Contract

IN AN UNUSUAL action which saw Chairman James Lawrence Fly vote with Commissioner T. A. M. Craven, who customarily represent opposite factions, the FCC last Tuesday designated for hearing for the second time this year the application for renewal of license of WGST Atlanta.

### School Obligated

The station had been given a 90-day extension of its license last March during which time the Georgia School of Technology was to divest itself of a management contract with former radio commissioner and ex-CBS vice-president Sam Pickard and Clarence H. Calhoun, Atlanta attorney, operating as Southern Broadcasters Inc. The Commission held the management contract was at variance with FCC policy, which requires operation of stations by the actual licensees.

The proposed agreement, by which the University would acquire the technical equipment and facilities of Southern Broadcasters, provided that the University pay to Messrs. Pickard and Calhoun 15% of the net billings of WGST for 80 ¾ months, or until 1950. The contract further specifies that the station should be operated in such fashion as to provide as large net billings as may be possible. It was declared that an estimated projection of past earnings, as applied to the contract formula would yield an expected figure of around $300,000 to Messrs. Pickard and Calhoun.

### Position of School

While no formal announcement was made, it is understood the FCC majority (Fly and Craven dissenting) felt that the contract arrangement placed upon the school the necessity of accepting programs indiscriminately in order to earn the return necessary to pay off this obligation.

Chairman Fly originally had played a leading part in terminating the Pickard-Calhoun contract. Commissioner Craven, however, took the position that the financial matter between the parties was of no concern to the Commission, so long as the policy of elimination of management contracts was enforced.

## Wyler on Air

WYLER & Co., Chicago (Wyler's Soup, Dehydrated Vegetables, and Bouillon Cubes), beginning Sept. 5 will sponsor the quarter-hour Sunday *Noontime News* on WBBM Chicago, and on Sept. 7 will start a twice-weekly quarter-hour musical program on WMAQ Chicago. Contracts, which are for 52 weeks, were placed by Aubrey, Moore & Wallace, Chicago.

# Garey Charges Agencies Used 'Informers'

## Doubts Testimony Against Station Announcer

CONTINUING its investigation of the alleged interference of the FCC and OWI with the operation of domestic foreign-language stations, a sub-committee of the House Select Committee, sitting in New York, last week heard the presentation of evidence concerning the discharge of a German announcer on the unsupported complaint of an OWI official and of his investigation by the FCC six months after he had been put off the air. He is still not broadcasting, it was stated, despite the fact that the FCC was unable to find any reason why he should not be allowed to do so.

Many of the questions put by Mr. Garey, chief counsel of the Committee, concerned the sources from which these agencies secure their information, and resulted in heated colloquies between him and some witnesses who resented the term "informer," which Mr. Garey defined as "snooper" or "stool pigeon". This line of questioning revealed that a number of individuals report to the FCC and other Government agencies on the activities of persons suspected of Fascist leanings, but Mr. Garey did not secure any testimony that the "informers" had been paid for their information.

When one official of the FCC had testified regarding information received from an employe of WOV New York, Mr. Garey charged the FCC with encouraging this man to be a "snooper" and disloyal to his employer and stated "Himmler could take lessons in Gestapo tactics from the War Problems Division of the FCC."

As an example of the type of complaints the FCC receives, Mr. Garey read a letter written in March, 1942, by J. P. Warburg, advisory assistant, Coordinator of Information, asking for an investigation of the proposed sale of WOV, New York, to "a man called Balbo of the Balbo Oil Co. . . . said to have fascist leanings." "The Balbo Oil Co. is owned by the Mester brothers and named for the Italian Aviator and there is no Mr. Balbo in the organization," Mr. Garey pointed out.

During the coming week the committee hopes to complete its hearings in the foreign language field with the testimony of other station personnel, and to enter into an investigation of the sale of WMCA, New York, in January, 1941, by Donald Flamm to Edward J. Noble, who on July 30 contracted to purchase the BLUE network. This part of the hearings has been given added interest by the suit recently filed by Mr. Flamm for rescission of this sale, charging conspiracy to defraud on the part of Mr. Noble and others.

### Concurrent Hearings

The committee also disclosed how the long arm of the allegedly Justice Dept. cracked down on an Italian language broadcaster and time broker, issuing a directive that he should not be allowed to engage in any phase of radio activity whether it be as a salesman, agent or otherwise. This action was taken at the request of the OWI after the Office of Censorship had given him a clean bill of health.

During the hearings last week the FCC released a supposedly "confidential" statement which had been given to an FCC attorney by a Chicago foreign language station program director with the specific understanding that such statement was intended for the attorney's own personal file. That same witness revealed he had received a telephone call the week before the hearings opened in New York from Nathan David, FCC assistant general counsel, who reminded him of certain conversations they had at the FCC in Washington.

Counsel Garey hurled the charge that the call was an attempt to influence the impending testimony of witness before the committee.

### Guest Recalled

Rep. E. E. Cox, chairman of the House Select Committee investigating the FCC, was the only Committee member present as the New York phase of the hearings entered its third week last Tuesday. Rep. Louis E. Miller (R-Mo.) had expected to attend but was unavoidably detained in St. Louis until Aug. 25, it was stated. On that date Rep. Miller is expected to open hearings in Washington on the draft deferment policies of the Commission, according to present plans, while the New York hearings continue. Eugene L. Garey, chief counsel for the Committee, will proceed with the presentation of evidence in New York, while Fred R. Walker, assistant general counsel, will handle the Washington section of the hearings.

### Cox Toothache

THE Thursday morning session of the Cox Committee investigating the FCC which is being held in the Federal Court House in New York were abruptly called off at 11:30 a.m. due to an agonizing toothache suffered by Judge Cox. During the lunch hour Judge Cox had the troublesome molar removed. The hearings were resumed at 1:30 as scheduled.

Recalling J. A. Guest, field attorney for the FCC in charge of the Commission's New York office, Mr. Garey devoted most of the opening session to the case of George Brunner, conductor of a German language housewives program on WBNX New York. On June 18, 1942, according to a statement made to Mr. Guest by W. C. Alcorn, general manager of the station, he had ruled Mr. Brunner from the air at the direction of Lee Falk, radio chief of OWI's Foreign Language Section. Mr. Alcorn was exceedingly "burned up" over this, Mr. Guest stated, as Mr. Falk had given no reason for his demand and as Mr. Alcorn knew of no reason why Mr. Brunner should not be kept on the air.

### Orders to Investigate

In January of this year, more than six months after Mr. Brunner's dismissal from WBNX, Mr. Guest received orders from the FCC's Washington headquarters to investigate Mr. Brunner, Mr. Guest reported. Questioned by Mr. Garey as to why the Commission, which has no authority over programs or program personnel, should be interested in Mr. Brunner, especially whe he had already been off the air fo six months, Mr. Guest replied tha he did not make FCC policy bu merely carried out instructions.

Mr Guest admitted that he ha checked the FBI files on Mr. Bru-ner but refused to reveal what the contained, on advice of Nathan David, FCC assistant general counse who read a statement from the Department of Justice that "all investigative reports are confidenti documents of the executive depar

(Continued on page 55)

**PRIOR TO LEAVING** for the Army last week, Beverly M. (Bevo) Middleton, WABC sales manager (left), said goodbye to his successor, John H. Field. Middleton reports for duty at Fort Devens, Mass. He has been with WABC since 1938. Field joined the New York outlet last spring as account executive, leaving the commercial managership of WPTF Raleigh.

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## *Running Fight Between Fly and Garey Tops Current Stories in Non-War List*

IN SHEER number of words published, the House Select Committee investigation of the FCC, along with the running fight between Chairman Fly and the Committee, appears to lead all other non-war news stories now current.

Aside from news reports on the testimony adduced at the hearings, which got under way initially in Washington on July 2 and have been continuing for the last fortnight in New York, statements emanating from the FCC challenging the testimony, and editorials in leading newspapers and news magazines have heightened interest in the proceedings. FCC Chairman James Lawrence Fly almost daily deprecates the hearings as "star chamber", one-sided and colored. Eugene L. Garey, chief counsel of the Committee, on the other hand, has charged the Commission with consistent violations of the statutes, the Constitution and its own regulations.

At his press conference in Washington last Monday, Mr. Fly reiterated statements he had made the preceding Friday in New York condemning the Cox Committee. He insisted the FCC has not threatened the continuity of licenses of stations, pointing out that he will have been at the Commission four years Sept. 1 and not a single station had been off the air for a single hour because of program content. He said he was discouraged about the prospect of getting a hearing before the Committee.

Newspaper reaction, heretofore more or less evenly divided as between the FCC position and that of the Cox Committee, appeared to take a sharp turn against the Commission following allegations that the FCC had connived with the OWI in removing foreign language personnel from certain stations in what was admitted to be "extra-legal" maneuvering.

The *New York World-Telegram* in an Aug. 12 editorial, after recounting the formula used by Sidney Spear, former FCC attorney

(*Continued on page 54*)

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## Louis Back at Agency

JOHN J. LOUIS, vice-president Needham, Louis & Brorby, Chica has resigned his position as a sistant national director of t War Finance Committee in Was ington, and has resumed his w with the agency in Chicago. He al continues to be active in aviat recruiting as president of the Ar Council for the Sixth Service Co mand, Chicago.

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FIRST ITEM on agenda Aug. 29 AFRA national convention in Chi go will be the proposed merger AFRA with AGMA.

**Tremendous Power . . . Wide Range Coverage!**

***U. S. Tanks** are noted for their terrific power and wide range coverage . . . a fact to which any Japanazi will attest*

**In KOA-Land**

DENVER'S dominant station is noted for its tremendous power and extensive coverage—facts which any long-time KOA advertiser will vouch for, on the basis of results alone.

Recently, a KOA morning program sponsor credited KOA with securing distribution of his product in the State of Montana—territory not even included in KOA's conservative coverage claims.

**Few Stations in the Nation Can Equal KOA's Dominance!**

50,000 WATTS · 850 KC.
KOA
*First in Denver*

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

# Businessmen Now in Control Of Top OPA Executive Posts

## Improved Cooperation From Industry Is Expected As Price Group Revises Methods, Personnel

A VIRTUAL revolution in the top management and control of OPA is indicated by developments of the past week. The agency which has the vital wartime job of controlling the price and rationing of foods and manufactures, is out of the hands of the "professors" and has been turned over to a management of business men. As a result, it is expected that industry cooperation will be forthcoming as never before.

Chester Bowles, OPA general manager, and formerly in the partnership of Benton & Bowles, announced appointment of James F. Brownlee, former head of sales planning for General Foods Corp., as deputy administrator in charge of price. He succeeds Donald H. Wallace, former Williams College professor, who is being retained for the present as an economic advisor, along with two other price heads whose services Mr. Bowles said would be needed although they do not meet Congress' experience requirements for policy-making positions.

### Other Appointments

Mr. Bowles appointed Reagan P. Connally, president of the Interstate Department Stores, as head of the Consumers Goods Division, one of six under Mr. Brownlee. Vacancies are yet to be filled in four of these six price divisions, namely Foods, Industrial Products, Textiles, Leather and Apparel. The head of the Fuel Price Division, Sumner Pike, has the requisite experience in "business, industry or commerce".

In taking office, Connally said he expected the full cooperation of businessmen. He declared the "entire life efforts and savings" of these men are at stake in the fight for the "hold the line" program.

On Friday, Aug. 20, Mr. Bowles announced the appointment of Jean F. Carroll as director of the OPA Food Price Division. Mr. Carroll had been assistant director of the Food Rationing Division since last May. He was formerly with the Kroger Grocery & Baking Co. as an executive at their St. Louis branch. From 1932 to 1937 he was a partner in the firm of Carroll & Pelz, New York, sales consultants. Mr. Carroll takes the place of R. B. Heflebower, dean of commerce of Washington State University, who will be retained in OPA in the capacity of an advisor, but who is barred from any policy-making position by Congressional mandate.

Mr. Bowles said regional OPA administrators in all eight regions have the required business training, as do all but two of the 105 district directors throughout the country.

At a news conference Aug. 16 Mr. Bowles talked frankly of his plans and policies. A basic personnel requirement is sincere belief in price control, he intimated, saying that each division would be headed by a man "willing to fight to see that price control operates effectively."

### Simplified Rules

Another basic idea is the appointment of persons drawn from the industries to be regulated, which is in line with the Congressional intent in cutting off those lacking business experience. Businessmen will both devise and administer the pricing and rationing programs of the agency.

Regulations are to be simplified wherever possible. Mr. Bowles hopes to have the department store regulations reduced to three or four master regulations and said that he wants the "same sort of simplification carried into all lines of retail price control."

Emphasis is placed on compliance, before enforcement. By a plan for compliance panels in the various industries Mr. Bowles said he felt a tremendous amount of volunteer help could be secured. Court action will only be used on known chiselers and incorrigibles. He declared that it is not OPA's job to control profits but prices. Profit statements will not be asked unless a company wants a price increase. Mr. Bowles feels that 95 per cent compliance can be obtained voluntarily.

## Cream of Wheat Returns

CREAM OF WHEAT Corp., Minneapolis, which this winter and spring used twice-weekly participations on the BLUE *Breakfast Club*, is planning to return to network radio, this fall, it was reported last week, the program to be Nila Mack's *Let's Pretend* heard on CBS as a sustaining children's show for the past 13 years. The report is that Cream of Wheat will promote its cereal product on the juvenile series when it returns to the Saturday morning 11:05-11:30 spot Sept. 25. The full CBS network will probably be used on a twice-weekly basis. Agency is BBDO, Minneapolis.

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## *WJZ TRANSMITTER GOING UP AT LODI*

FIRST STEP toward the construction of the new transmitter for WJZ, New York, took place Aug. 18 with ground-breaking ceremonies held at the Lodi, N. J., site with Mark Woods, BLUE president, officiating. The celebration was attended by representatives of the BLUE and WJZ, mayors of five New Jersey cities and officials of Bergen County.

The new transmitter building will be completed within four months and the 640-foot tower will be reconstructed and in operation by the end of the year.

After the ceremonies John McNeil, WJZ manager, gave a luncheon. Present from the BLUE in addition to Mr. Woods were Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programs; G. W. Johnstone, director of news and special features; Robert D. Swezey, legal counsel; Anthony M. Hennig, assistant treasurer; and from WJZ, Joseph M. Seiferth, audience promotion manager, and Robert L. Hutton, of the sales promotion staff.

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D. G. SCHNEIDER, vice-president of Young & Rubicam, Chicago, formerly account supervisor, will assume duties as merchandising director for that agency. Kenneth Laird, former merchandising director, has been appointed director of sales and advertising of Nutrition Research Laboratories, Chicago.

**WINNER OF LANGENDORF** trophy for outstanding station promotion on the Red Ryder Victory Patrol is station KJR, Seattle. Above, Richard Goehel, left, advertising manager of Langendorf United Bakeries, and Bruce Eldridge, right, Ruthrauff & Ryan account executive, watch while Don Searle, manager of KGO, San Francisco, threatens to take the gold cup away next year from Birt Fisher, general manager and secretary of Fisher's Blend Stations, operators of KJR-KOMO. Seattle.

# Amos-Andy Back, Show Starts Oct. 8

## To Promote Rinso In Friday Evening 10-10:30 Spot

LEVER BROS., Cambridge, Mass., which last April completed negotiations to sponsor the comedy team of Amos 'n' Andy this fall [BROADCASTING, April 26], has announced that the new series will start Oct. 8 in the Friday evening 10-10:30 spot on NBC. Product to be promoted will be Rinso.

Concluding their first long vacation from the air this summer after 14 years of continuous broadcasting, the team is changing its long-established format of a five-weekly quarter-hour program, and is setting another precedent in that a studio audience will be allowed for the first time to watch the two black face comedians broadcast. Except on special occasions when they played charity or patriotic shows Amos 'n' Andy were never seen by the public in their character roles.

### New Technique

Amos 'n' Andy will enact a complete episode each Friday night, a new technique for them. Musical bridges will speed the action, and guest stars will appear each week in specially written roles.

Niles Trammell, president of NBC, and for years an intimate friend of the comedians, personally announced the new show.

"We are happy to have Amos 'n' Andy once again before an NBC microphone," Mr. Trammell said. "They were the first radio program to become an American institution and for more than a decade were the favorites of millions of Americans, both young and old. A warm welcome from the radio audience awaits them, I am sure."

NBC was only three years old itself when it first presented the new comedy team of Amos 'n' Andy 14 years ago—on Aug. 19, 1929. Pepsodent Co., Chicago, was the team's first sponsor, and the only other company to sponsor them was Campbell Soup Co., Camden, which terminated its contract with Amos 'n' Andy in February of this year, when it was found necessary to cut down on advertising expenses. They were last heard on CBS. Agency for the pair's new series on NBC is Ruthrauff & Ryan, New York.

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## Machine Firm Plans

ALLIS CHALMERS Mfg. Co., Milwaukee, manufacturer of farm implements and heavy industrial equipment, is reported to be lining up a network program through Compton Adv., New York, agency handling the company's institutional advertising.

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CHARLIE McCARTHY and Edgar Bergen, of the *Chase & Sanborn Hour*, which returns to NBC Sept. 5, have become regular weekly feature of the BBC.

# $100 PER WEEK BUYS

## "5 Minutes Across the Board" with

## *Jack Stevens*

**FAMOUS NEWSCASTER**

*Formerly on 78 Mutual Stations*
*For Bayuk Phillies Cigars*

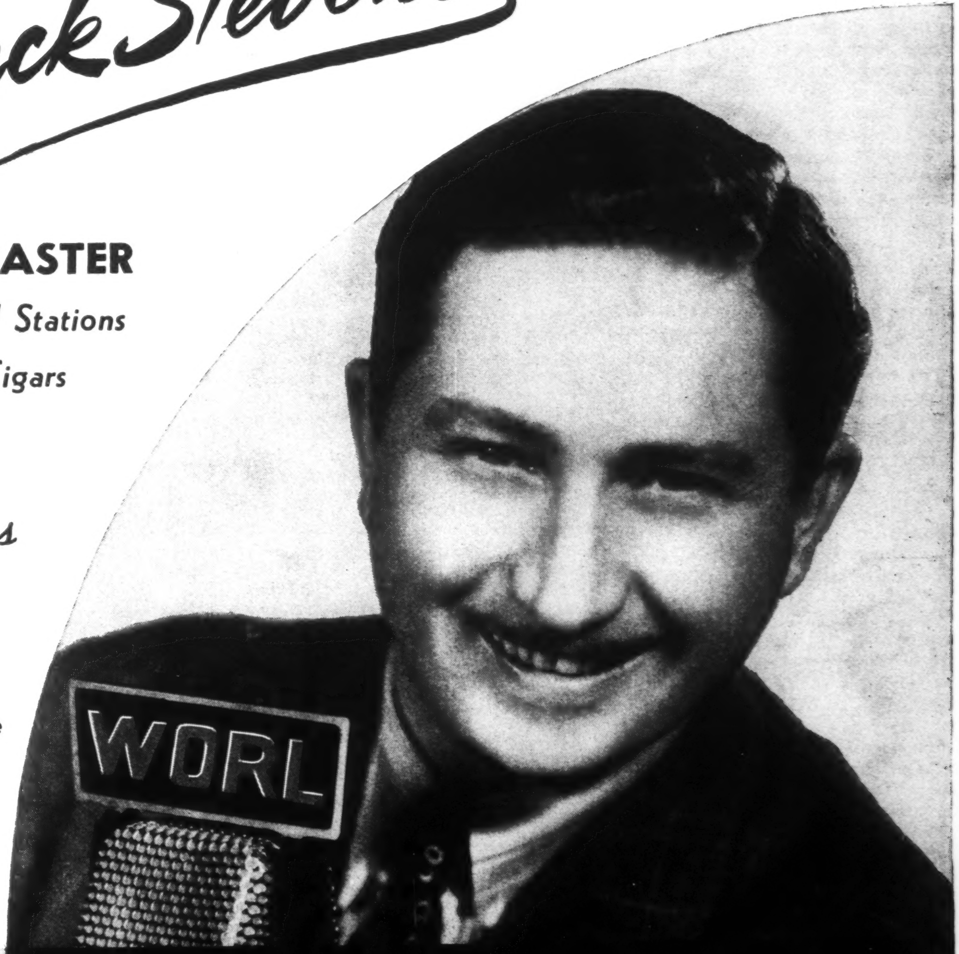
**2.1** *Rating*
**14.6%** *of Listeners*

*(According to Hooper Survey—Winter & Spring 1942-1943)*

★

**Transcriptions of Stevens' voice furnished on request . . .**

*Associated Press and*
*United Press News*
*Every Hour on the Hour*



THIS LITTLE BUDGET WENT TO THE "920 CLUB"

# WORL

**BOSTON, MASS.**

# Ruling on Music Sought in Florida

### Effect of New Statute on Old 'Anti-ASCAP Law' Asked

COURT ruling as to the effect of apparently contradictory Florida statutes upon the operations of music performing rights organizations to do business in that state was sought last week by Attorney General J. Tom Watson of Florida in a Bill of Complaint against BMI, SESAC Inc., Associated Music Publishers and ASCAP filed in the Circuit Court of Leon County.

The Attorney General brought out that under the original music statute, popularly called the "anti-ASCAP law", the legislature provided that certain combinations owning or controlling copyrighted music compositions were held to be unlawful monopolies in restraint of trade and were prohibited from doing business in the state. Subsequent legislation, enacted in 1941, he said, appeared to permit "such combinations to transact business in this state, provided they comply with the provisions of said statutes".

Declaring that a question had arisen as to the effect of the new statute upon the old, he said it was necessary for the court to construe these statutes and determine whether or not compliance with the provisions of the latest enactment by the music performing rights societies is sufficient to comply with the earlier law regarding restraint of trade.

The court was asked to enter a declaratory decree interpreting the two statutes. Further, the court was asked to determine whether the defendant societies, or any of them, constitute an unlawful combination operating in violation of the original law. In the alternative, the court was asked to issue an injunction or injunctions restraining the operations of the defendants if it is determined they constitute an unlawful combination operating in violation of the Florida statutes. A mandatory injunction or injunctions also were sought enforcing compliance with the determination of the court.

## 'Chef' Sponsors

NATIONAL BISCUIT Co., which has been sponsoring the BLUE local cooperative *The Mystery Chef* on seven stations for NBC bread, last week added an eighth station, the cities now used being San Antonio, Buffalo, Pittsburgh, Cleveland, Poughkeepsie, Birmingham, Houston and Rochester, N. Y. Continental Baking Co., sponsors for Wonder Bread and Nehi Bottling Co. for Royal Crown Cola. Two grocery chains, Steinberg's Groceterias, Montreal, and Fairway Stores, Minneapolis, have joined the group presenting the show five time weekly. Western Stove Co., sponsoring in Los Angeles, has added San Francisco.

NO ST. LOUIS BLUES apparent when these men of the Advertising Club of St. Louis got together with Paul Hollister (l), CBS vice-president in charge of advertising and sales promotion. Merle S. Jones (center), general manager of KMOX St. Louis, and Rep. Louis E. Miller (R-Mo.) (r), St. Louis member of the House Select Committee to investigate the FCC, enjoy the proceedings along with coatless Arthur Ocker (rear), vice-president of the Advertising Club of St. Louis, before which Mr. Hollister spoke.

## Eisenhower Quits OWI For College Presidency

MILTON S. EISENHOWER, associate director of OWI, left the Government last week to assume the presidency of Kansas State College. Mr. Eisenhower, brother of Gen. Dwight D. Eisenhower, resigned two months ago but remained on duty during Director Elmer Davis' recent trip abroad.

Prior to joining OWI in June, 1942, Mr. Eisenhower was director of the War Relocation Authority. He has been in government since 1925 when he entered the foreign service as American vice-consul in Scotland. He has held many administrative posts since that time. Mr. Eisenhower is returning to his alma mater, having graduated from Kansas State in 1924 and having taught journalism there.

After publication of news reports that Gen. Eisenhower had strongly urged his brother to accept the college post, OWI officials last Friday issued a statement emphatically denying that he had resigned on the advice of the General, and that any such implication was "utterly without foundation". Asserting that he had consistently refrained from discussing family matters, Mr. Eisenhower said his brother simply had expressed "gratification that I have accepted a position in our home state". He said he had heard nothing but favorable comment from his brother about activities of OWI in his theatre of operations.

## Agronsky Sponsors

SECOND national advertiser to sign for Martin Agronsky's five times weekly news broadcast on the BLUE is Philip Morris & Co., New York, which will sponsor the local cooperative program on WISH Indianapolis, effective Aug. 23, for Bond Street tobacco. Account was handled direct. Agronsky is sponsored Monday through Friday, 8-8:15 a.m., by Fisk Tire division of U. S. Rubber Co. on WSIX, Nashville.

# *WHKC Explains Action in Excluding Portions of Speech by Frankensteen*

RICHARD T. FRANKENSTEEN, vice-president of the United Automobile Workers, C.I.O., last week filed a complaint with the FCC against the action of WHKC Columbus in deleting portions of a speech he delivered on the station Aug. 8. The question is being studied by the Commission's legal department.

Carl M. Everson, station manager, in a statement to BROADCASTING, denied a charge made by Mr. Frankensteen that WHKC's refusal to broadcast parts of the speech was based on the Smith-Connally anti-strike act. The station's action, he asserted, was based on the code of the NAB which excludes controversial matter from a commercial broadcast.

### Acted As Unit

"WHKC was not acting as an individual," Mr. Everson stated, "but rather as a unit of a national organization subscribing to policies standardized throughout the radio industry. If, for instance, this same speech was to have been delivered on a non-commercial program in which there would also have been representation of those Ohio Congressmen against whom certain specific charges were made in Mr. Frankensteen's speech, so that they might have the opportunity of rebuttal, then WHKC, as any other member station of NAB, would have been willing to allot free time to such a discussion."

The deleted sections of the speech criticized Senator Taft (R-Ohio) and Rep. Vorys (R-Ohio) and praised Senator Burton (R-Ohio) for their voting records.

### Nature of Attacks

Mr. Frankensteen's original script attacked the 78th Congress for "doing everything possible to dismantle" the President's 7-point program. Mr. Vorys, the speech stated, "has voted to remove the $25,000 limit on salaries imposed by the President and to provide a huge windfall to the upper bracket income taxpayers through the Ruml plan. He has joined in a many-sided attack to shackle price regulations, killing funds for rollback subsidies, cutting OPA enforcement funds and attempting to pack the important jobs in this agency with representatives of big business."

Reference to Senator Burton praised him for his "far-sighted" foreign policy.

## Industry Member Unable To Sit on Strike Panel

HENRY S. WOODBRIDGE, recently appointed as industry member of the WLB tripartite panel to hold hearings in the Petrillo "strike" against the transcription companies, resigned last week. It is expected that a successor will be appointed this week.

In the meantime, plans are going forward to begin public hearings in New York on Sept. 6. The Board has not yet selected a place for the hearings.

Mr. Woodbridge's resignation was occasioned by the change from the original plans to begin hearings Aug. 16 and by other commitments which prevent him from serving. The remaining members of the committee are Arthur Meyer, public member, chairman, and Max Zaritsky, labor member.

## Ralston Schedule

RALSTON PURINA Co., St. Louis (Ralston Whole Wheat Cereal and Instant Ralston), on Sept. 9 starts a varied schedule of programs and newscasts on seven eastern and midwestern stations. The schedule includes the quarter-hour Saturday morning show, *Brush Creek Follies* on KMBC Kansas City; Five-minute morning newscasts Monday through Friday on WENR Chicago and WOR and WABC New York; the Sunday morning 25-minute *Funny Paper Party* on WGN Chicago; A twice-weekly quarter-hour early evening musical program on WJR New York, and a quarter-hour musical show five evenings weekly on WBEN, Buffalo. Agency is Gardner Adv. Co., St. Louis.

## *KEYS' KGBS SIGN CBS AFFILIATIONS*

KEYS, Corpus Christi and KGBS, Harlingen, Tex., have signed affiliation contracts with CBS and will join the network as soon as lines are available. The stations, both local outlets, will become affiliates consistent with the new CBS policy of adding outlets in areas not otherwise receiving adequate service from that network.

Prior to the June 15 effective date of the FCC's Network Regulations, this area of Texas was said to have been protected for KPRC, a Houston 50,000 w outlet, under a territorial exclusivity clause in its CBS contract. Territorial exclusivity, however, was outlawed under the rules.

CBS, it was learned, determined, following market surveys in the area, that the two Texas markets, which have thrived in recent years, warranted network service.

KEYS operates on 1490 kc with 250 w and is owned by a partnership comprising H. B. Lockhart, manager and chief engineer, and E. C. Hughes, commercial manager. Other partners are Earl C. Dunn, attorney, and Charles W. Rossi, oil operator.

KGBS, operating on 1240 kc with 250 w, is owned by Mc-Henry Tichenor. Philip G. Loucks, Washington attorney, represented the stations in the network negotiations.

ALBERT GROBE, chief announcer of WQXR, New York, has completed narration of two films—a Pathe-RKO Sportscope, "Barnyard Golf", and "Inca Civilization", education film prepared by Office of Coordinator of Inter-American Affairs.

# The JACK CARSON SHOW *originates* at KNX

## *. . . so does the 11 p. m. NEWS*

It takes all kinds of radio shows to make a network. Comedy, variety, music, drama, news . . . Have they anything in common?

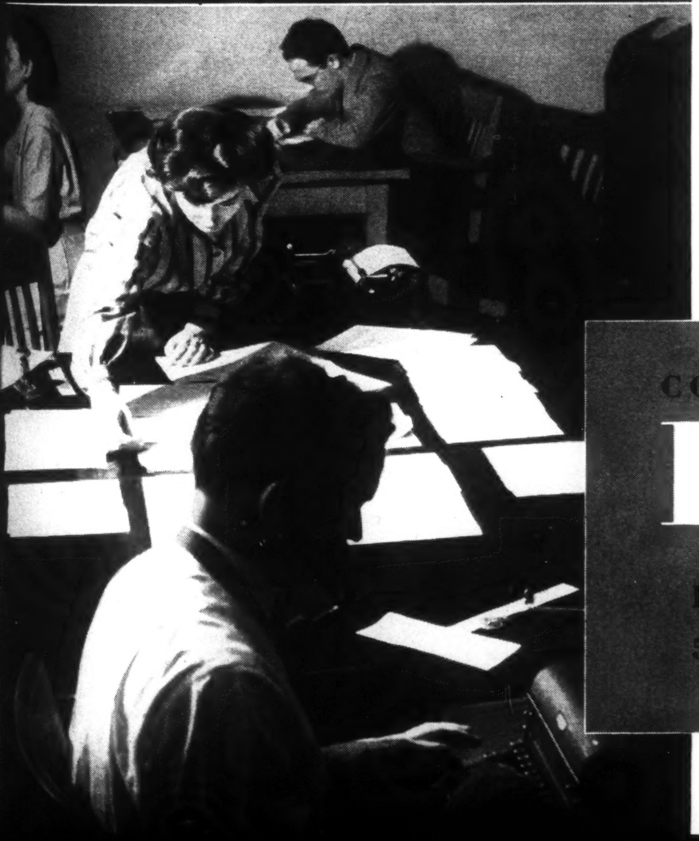
At KNX they have. Because here *all* shows, network or local, have the same exacting, unflagging CBS standards to meet. KNX is where Columbia's Hollywood-produced shows come from. KNX *is* CBS in Hollywood.

There's the new Jack Carson show, produced by Foote, Cone & Belding for Campbell's Soups. KNX personnel, equipment, sound effects and priceless *know-how* help speed it smoothly coast-to-coast, to make it one of the top comedy shows on the air.

Then there's the KNX 11 p.m. news. This twenty-minute comprehensive news roundup has become virtually the town crier for Southern California. Its participating sponsors, on a local, low-cost, late-evening basis, get exactly the same kind of news writing, editing, delivery, engineering and *thinking* that has given CBS what TIME called "the most efficient and adult news service in radio"—because the KNX news bureau is an integral part of Columbia's world-wide news facilities.

When you use the KNX 11 p.m. news to reach Southern California, you get the same KNX-tra touch of *audience acceptance* and sales impact that has kept one sponsor on it continuously for 148 weeks, another for 78 weeks. That's *results.*

Some time is available. Ask us, or Radio Sales.



COLUMBIA OWNED

**KNX**

LOS ANGELES
50,000 WATTS

CBS

*Columbia's Station for all Southern California*

*Represented by Radio Sales, SPOT Broadcasting Division of CBS*

**HORSEBACK INSPECTION** trip over KMBC's new livestock farm has just been completed by the big three of the station management (l to r): Karl Koerper, managing director; Arthur B. Church, president, and Sam H. Bennett, director of sales. The farm, 20 miles south of Kansas City, is a practical 400-acre establishment, with a prize herd of Angus cattle [BROADCASTING, Aug. 2]. Operated by KMBC for service to the leading industry of KMBC territory, it is the point of origin for twice-daily broadcasts by Phil Evans, the station's farm editor. More than 300 names for the farm have been received in a contest sponsored by Mr. Church with a $100 War Bond as prize for the winning name.

# Advertisers Meet This Week To Plan War Food Campaign

## Radio to Play Big Role in Educational Drive; Hoyt Jones, Bowles, LaRoche to Address Groups

WITH RADIO scheduled to play an important part, plans will be discussed at meetings this week in Chicago, New York, and San Francisco for an intensive national advertising drive to acquaint the public with the facts about the food situation. Called by the Office of War Information, in cooperation with the War Advertising Council, the War Food Administration and the Office of Price Administration, the meetings will seek to mobilize the advertising world behind the "Food Fights for Freedom" campaign.

Presiding at all three meetings will be Palmer Hoyt, recently appointed director of OWI Domestic Operations. Other speakers will be Marvin Jones, War Food Administrator; Chester Bowles, OPA General Manager; Chester J. LaRoche, WAC chairman, Paul A. Porter, Assistant to the Director of the Office of Economic Stabilization, Vernon D. Beatty, advertising director of WFA, on leave from his post as advertising director of Swift & Co.; and Charles G. Mortimer Jr., vice-president of General Foods Sales Corp. and WAC coordinator of the food campaign.

### Schedule of Meetings

The first of the meetings will be held in Chicago, Aug. 24, at 2:45 p.m. at the Blackstone Hotel. This will be followed by the New York meeting, Aug. 26, at 10 a.m. at the Waldorf Astoria. The third meeting will be held in San Francisco Aug. 30 at 2 p.m. at the St. Francis. More than two thousand invitations have been sent out to advertising managers and agencies.

Radio participation in the campaign is being promoted by the OWI Radio Bureau through local station announcements, national spot and network programs. Beginning in September with only a few programs because of the emphasis given to the Third War Loan, the campaign will be stepped up during October, when eight to ten shows a week will be assigned to networks for special treatment, and will reach its peak in November when 80 network programs will be scheduled under the network allocation plan. During two weeks of this month, three spot announcements per day will be heard on every station in the country.

### Theme of Campaign

"Food Fights for Freedom" is an overall campaign which is designed to serve as a backdrop for all individual food programs for the duration. Its purpose is to present the public with the basic facts about the food situation with the view to arousing whatever action is required for the needs of the nation.

With the theme "Produce and Conserve, Share and Play Square", the campaign will enlist all groups and organizations, information and advertising media to mobilize every citizen to join in a food crusade. November will be designated as Food for Freedom month, with Thanksgiving taking on special significance this year as an occasion for furthering the concept of sharing.

Every phase of the food problem will be covered in the "Food Fights for Freedom" campaign, including rationing, production, prices, waste, and allocation of supply. Given an understanding of these facts, the public will be asked to increase production, to conserve, to preserve fresh foods, to share, to eat the right foods, to substitute plentiful for scarce foods, to help keep food costs down, to participate in community food projects and to adjust to new foods—to temporary shortages of favorite foods.

Cooperating with the War Advertising Council in the campaign are Lennen & Mitchell, Benton & Bowles, Paris & Peart, and Sherman K. Ellis & Co. Campaign manager for the Council is Mrs. E. B. Myers, of General Foods Sales Co. Council staff manager is Evelyn Blewett.

### Only Sarnoff

AUTOGRAPH of David Sarnoff, president of RCA and chairman of NBC board, was breathlessly requested last week just outside the Brown Derby as he entered that Hollywood restaurant with Sidney N. Strotz, Western division network vice-president. Obligingly Mr. Sarnoff signed, and chuckling to Mr. Strotz said, "See, I *have* 'arrived'!" But on returning the book, the famed figure was disconcerted to hear: "Aw, I thought you were a movie star."

WAR ADVERTISING Council reports that during the first half of 1943, 285 advertising agencies cooperating with the Council used war theme copy for 1,755 clients, of whom 722 used local radio and 558 network radio.

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# Reynolds Adding New CBS Outlets

## Eight More Are Scheduled For Camels in Sept.-Oct.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, though undecided on the exact time lineup for its three shows on CBS this fall, is adding eight CBS stations, all recent affiliates of the network, for *Blondie, Thanks to the Yanks* and a variety show, format of which is still in the planning stage.

The stations are WJLS Beckley, W. Va.; WLBC Muncie, Ind.; WDWS Champaign, WDAN Danville, WTAX Springfield, and WSOY Decatur, Ill.; WPAD Paducah and WHOP Hopkinsville, Ky.

Effective Sept. 27 these stations will be added to the sponsor's Monday evening 7:30-8 period currently occupied by *Blondie*; on Oct. 8 to the Friday 10-10:30 p.m. spot now filled with *Camel Comedy Caravan,* and Oct. 9 to the Saturday 7:30-8 p.m. time at present taken by *Thanks to the Yanks.*

All three programs promote Camel cigarettes and Prince Albert Smoking tobacco. Details on the time of broadcast this fall for the three Reynolds shows on CBS will be announced later. Agency is Wm. Esty & Co., New York.

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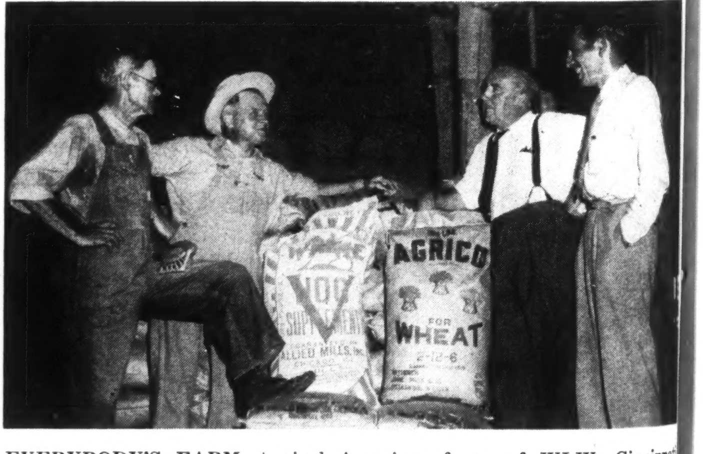
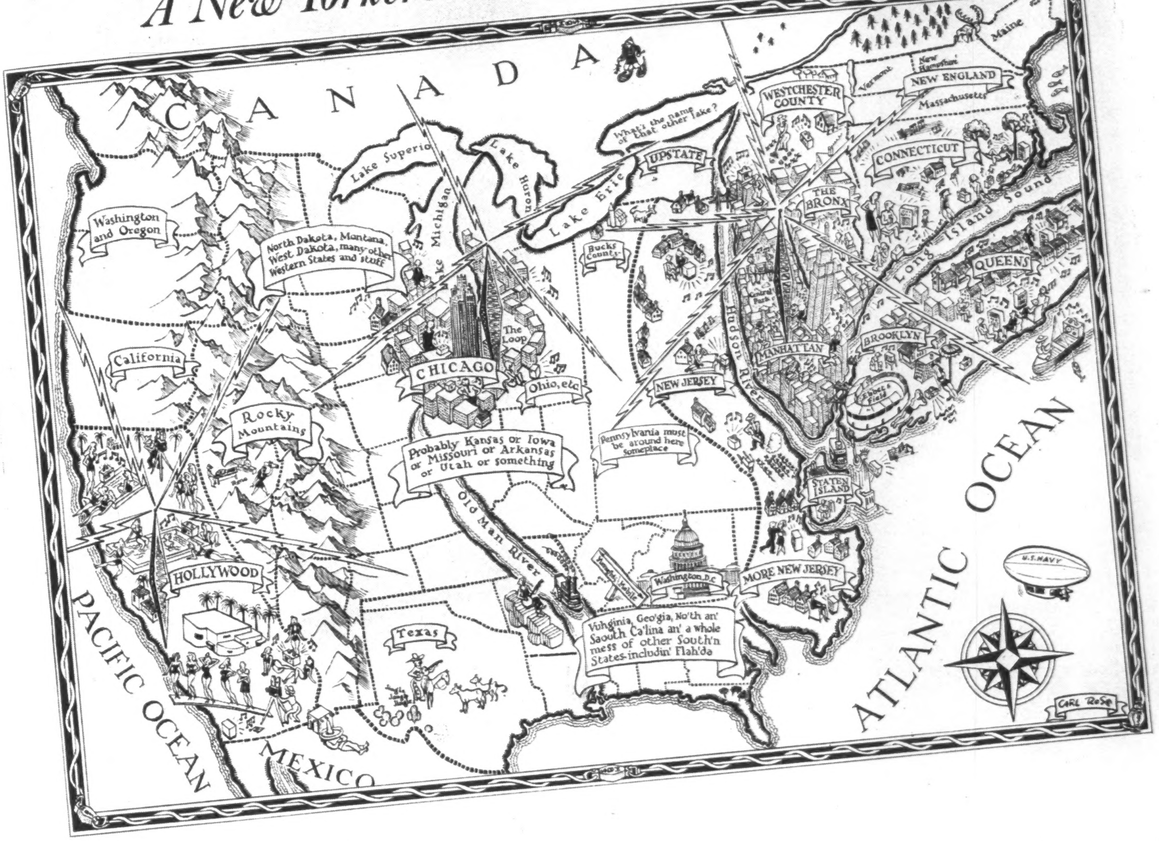
## Grove Renews NBC Show

GROVE LABS., St. Louis (cold tablets and vitamins), renewed sponsorship, effective Oct. 4, of *Louise Massey & the Westerners,* heard Mondays, Wednesdays and Fridays on the NBC network at three time periods of 7:45-8:00 a.m.; 8:45-9:00 a.m; and 10:30-10:45 a.m., expanding from 86 to 90 NBC stations. The four additional stations comprise the Arizona group: KTAR KYUM KVOA KGLU. Agency is Russel M. Seeds, Chicago.



**EVERYBODY'S FARM,** typical American farm, of WLW, Cincinnat welcomes the new sponsor of *Everybody's Farm Hour*, American Che ical Co. visitors at the barn are (l to r): Earl Neal, the farmer; Franci North, Allied Mills, whose product (Wayne Feeds) has been sponsore for three consecutive years on the program; G. W. Gaffney, advertisin manager of the American Agricultural Chemical Co., whose Agrico ha been used on Everybody's Farm and has been recently added to the spo sored products; Ed Mason, director of the farm department for WLW

# A New Yorker's Idea of a Radio Network


CANADA
Lake Superior
Lake Michigan
Lake Huron
Lake Erie
What's the name of that other lake?
Washington and Oregon
North Dakota, Montana, West Dakota, many other Western States and stuff
California
Rocky Mountains
CHICAGO
The Loop
Ohio, etc
Probably Kansas or Iowa or Missouri or Arkansas or Utah or something
Old Man River
HOLLYWOOD
Texas
Washington, D.C.
Virginia, Geo'gia, No'th an' Saouth Ca'lina an' a whole mess of other South'n States includin' Flah'da
MORE NEW JERSEY
Pennsylvania must be around here someplace
Bucks County
UPSTATE
WESTCHESTER COUNTY
THE BRONX
Vermont
New Hampshire
Maine
NEW ENGLAND
Massachusetts
CONNECTICUT
Long Island Sound
QUEENS
MANHATTAN
Central Park
Hudson River
BROOKLYN
Ebbets Field
NEW JERSEY
STATEN ISLAND
U.S. NAVY
PACIFIC OCEAN
MEXICO
ATLANTIC OCEAN
CARL ROSE

# ...oops!

WE take it all back. This is *not* a New Yorker's idea of a radio network.

A couple of weeks ago we said it was, in an ad published in New York. Then people started writing letters. They telephoned. A few even sent telegrams.

Some of the folks were in the advertising business and some were ordinary human beings, but they all had an amazingly *correct* idea of a radio network—namely, Mutual.

*Of course* they know Mutual has more stations than any other network! (Maybe we should have added the fact that a full dozen advertisers are now using the full Mutual Network to reach the full nation.)

*Of course* they know people west of the Hudson tune to Mutual stations "as regularly and as enthusiastically" as they themselves tune to WOR! (Maybe we should have added the fact that current Crossley studies reveal Mutual programs are up to six times as popular, out beyond the regularly researched cities, as in the 32 "national-rating" centers.)

*Of course* they know Mutual's idea of a radio network consists of stations located where people live, with programs people like to hear! (Maybe we should have added the fact that 117 of our 209 outlets are located in towns where no other networks have stations.)

◦ ◦ ◦

As somebody once put it, in almost these very words: *"Never underestimate the intelligence of people—nor the power of the network they believe in!"*

# THE MUTUAL BROADCASTING SYSTEM

# *Radio Sets For Civilians to Be Ready Within Eight Months After End of War*

WITH THE postwar economy the hottest home front topic, reports from the radio set manufacturing industry indicate that first radio sets for civilians after the war will be available within eight weeks following termination of hostilities. The planning covers combination AM-FM models and, to some extent, television production.

Radio manufacturers estimate it will take the two-month period for sets to roll off the assembly lines, according to Wall Street reports. These first models, however, are expected to be largely pre-war designs, which include FM in many instances. Television is still an unknown quantity on anything approaching a national basis. There must be television transmission on something other than a localized basis before mass production of sets is undertaken.

### Better and Cheaper Sets

Many of the old line manufacturers already are appointing jobbers and distributors in given areas, in preparation for the postwar boom.

It is logically expected that better and cheaper sets will be available in both the aural and video fields in the post war era, but not immediately. In the television field, manufacturers are looking for authorization from WPB to engage in experimentation in set manufacture, in an effort to flatten out costs.

The primary cost reduction factor, it is thought, will be a cut in the cost of the cathode ray tube, used extensively in military radio operations. Mass production, it is understood, has made it possible to reduce the cost per tube from about $80 to $20 for sizes used in home television receivers. Wall Street reports state that one manufacturer predicted the average television receiver cost would still be around $400 but others indicated about one-half that price.

An old radio name, Majestic, is expected to return to the home set fold following the war. Majestic Radio and Television Corp., according to its president, Eugene A. Tracey, will reconvert its activities to meet the anticipated high post war production demands. He explained that Majestic is now completely given over to Government work for communications and electronic appliances and equipment but that the company nevertheless has "an eye cocked to the future."

Old line companies have made their postwar plans, it has been reported from time to time. Many new companies, heretofore outside the home receiver field, are planning to invade that market. Similarly, a number of companies new to the transmitter and tube manufacturing fields are contemplating conversion to participate in what is expected to be a thriving market for FM and television transmitters and tubes as well as a substantial replacement market for AM equipment. These plans stem from the four to six billion dollar military radio and electronics industry which set up many new companies in the overall electronics field.

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## *VIDEO COMMITTEE IS NAMED BY NBC*

CREATION of a post-war television planning committee, headed by John Royal, vice-president in charge of international, shortwave and television departments of NBC, was announced last week by Niles Trammell, NBC president. Forseeing the rapid development of television immediately after the war, NBC will initiate "essential technological studies and surveys of the problems involved," through the new committee. Conclusions will be held in readiness for the first days of peace.

"As a supplement to present existing national broadcasting service, television promises much as a new dimension in entertainment, education and advertising," said Mr. Trammell in making the announcement last Friday. Television, according to NBC's president, needs only the release of vital materials and the services of electronic engineers, both now confined to war needs, to serve the nation with a new and significant service of sound and sight.

In addition to Mr. Royal, the newly-formed committee includes William S. Hedges, vice-president in charge of stations; O. B. Hanson, vice-president and chief engineer; C. L. Menser, vice-president and manager of the program department, with John T. Williams, assistant to Noran Kersta, now in the Marine Corps, serving as secretary.

NBC is currently operating its Empire State television transmitter four hours each Monday. Programming has now been placed under the direction of NBC's program department with Mr. Williams and his staff reporting to Mr. Menser. The NBC television committee is coordinating its activities with the research work of RCA Labs., Princeton, N. J., and with the television development plans of RCA's manufacturing division.

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## Blue's Own Newsroom

THE BLUE Network, which heretofore has had its news broadcasts prepared in the NBC newsroom by editorial writers under G. W. Johnstone, BLUE director of news and special features, on Aug. 23 sets up its own New York newsroom, effecting a complete separation from the NBC news department. Manager of the BLUE newsroom will be John D. Robb, formerly editorial assistant to Mr. Johnstone. News editors will be Leon Decker, also a former BLUE editorial assistant, and John T. Madigan, heretofore in the NBC newsroom.

**DAVE DRISCOLL**, chief of the war services and news division of WOR, New York, has arrived in Algiers, it was announced according to an OWI broadcast Aug. 16. Mr. Driscoll will tour the battlefronts with his soundscriber to record activities of our armed forces, for rebroadcast over WOR and Mutual.

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## Catching-Up Is Big Task Of Radio, Says Sarnoff

ON A HURRIED inspection trip of his corporation's properties in the San Francisco area, David Sarnoff, president of RCA, in a brief interview predicted a radio boom after the war because of consumer demand for radio products.

After the war, Mr. Sarnoff said, RCA is going to face a task of catching up where it was when the country went to war. No civilian radios have been constructed for almost a year-and-a-half, and the supply of radio tubes is falling behind the demand, he said. "There will be some improvements in the radios that come out after the war, but they will generally be about the same as they were when we stopped production. Television has been developed to a point where it is good enough for general introduction after the war—but there is the factor of getting the system working first."

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## Topmiller to OWI

CHARLES H. TOPMILLER, chief engineer of WCKY Cincinnati, has been "loaned" to the Office of War Information, L. B. Wilson, owner of WCKY, announced. Mr. Topmiller, who has been with the Cincinnati station for 13 years, leaves immediately for foreign service duty. His wife, Mrs. Alma Ashcraft Topmiller and their daughter, Diane, will continue to live at their residence, 1122 Mt. Allen Road, Mt. Allen, Ohio.

**Mr. Topmiller**

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BRIDGEPORT BRASS Co., Bridgeport, Conn., which has been awarded its fourth Army-Navy "E" purchased a half-hour on 30 Mutual stations Aug. 21 to broadcast presentation ceremonies. War leaders of six United Nations participated. Account placed direct.

## IRE, RMA Set Up Post-War Formula

### Organization Plans Approved During Joint Conference

INSTITUTE of Radio Engineers and Radio Manufacturers Assn. committees have completed procedure to establish a post-war radio industry technical planning organization.

Organization plans for a "Radio Technical Planning Board" were approved by the RMA and IRE committees at a conference in New York. These plans are being submitted to other industry organizations concerned and a meeting is scheduled Sept. 15 in New York to start the Board's work.

### Others Invited

Purpose of the RTPB is to make recommendations to the FCC and other Government agencies and to industries concerned, on the technical future of radio developments, including spectrum utilization and systems standardization for many public services, such as television and frequency modulation. Studies, investigations and standards as are required will be submitted to the FCC and other agencies of final authority.

The organization now being established was originally proposed by Chairman James Lawrence Fly of the FCC, IRE and RMA announced in a joint release. The board will be a democratic all-industry body, it was stated. In addition to IRE and RMA, the following initial "sponsors" are being invited to participate in the Sept. 15 organization meeting: American Institute of Electrical Engineers; American Institute of Physics; American Radio Relay League; FM Broadcasters Inc.; NAB; National Independent Broadcasters.

### Others May Join

Included later may be other major non-profit radio organizations, communication, aeronautical and similar groups. Chairmen of the committees which worked out the organization plans are A. S. Wells, Chicago of RMA and Haraden Pratt, New York, of IRE. Other members of the RMA committee are H. C. Bonfig, Camden, N. J.; W. R. G. Baker, Bridgeport, Conn.; R. C. Cosgrove, Cincinnati; Walter Evans, Baltimore, Md.; Fred C. Williams, Philadelphia. Other members of the IRE Committee are Alfred N. Goldsmith, New York; B. J. Thompson, Princeton, N. J.; and H. M. Turner, New Haven, Conn.

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## KSAN in San Jose

KSAN, San Francisco, will open studios in San Jose Aug. 23, it was announced, originating several programs daily under the direction of Ed Calder, manager. Calder recently was manager of KHUB, Watsonville, Cal. The new studios are located at El Paso Court at 42 South First St.

XUM

# *Still—*

# RADIO'S NO. 1 SALESMAN

*Through this microphone pass the most effective commercials in radio*

MARTIN BLOCK'S "Make-Believe Ballroom" on WNEW *still* sells more products for more advertisers than any other program in radio—in or out of New York.

Some advertisers buy *only* "The Make-Believe Ballroom" to sell New York—and some rely on Martin Block to reinforce their network coverage.

Some advertisers have been using "The Make-Believe Ballroom" for all of its nine years—and some have just discovered it.

From 10:00 to 11:30 a.m., and from 5:30 to 7:30 p.m., "The Make-Believe Ballroom" is *still* New York's favorite program six days a week.

And with its rating at an all-time high, the "Ballroom" is *still* the No. 1 buy in the No. 1 market.

# WNEW

**501 MADISON AVENUE · NEW YORK, N. Y.**

**Serving New York and New Jersey Twenty-Four Hours a Day**

**NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY**

# New Wire Recorders Prove Value in Army Test Abroad

## Col. Kirby Hopes Device Will Bring New Dimension Of Flexibility to Radio Coverage of War

THE ARMY hopes that the new lightweight wire recorder will "bring a new dimension and flexibility" to radio's war coverage, Col. Edward M. Kirby, Chief of the Radio Section, Bureau of Public Relations, War Dept., told BROADCASTING after delivering the first of several dozen magnetic wire recorders in a flying trip to England and North Africa. Experiments in planes 30,000 feet over England and in jeeps in North Africa, using power from the electrical systems of the vehicles, prove the value of wire recording, he said.

"Radio reporters have been anchored to stationary radio transmitters in a war of movement," said Col. Kirby. "If they go to the front they cannot broadcast until they return to the transmitters. In the Southwest Pacific this means a distance of 1,500 miles both ways. In the Tunisian campaign, it meant several hundred miles, and for Sicily, add another hour's plane ride. As a result radio has encountered for the first time in its history a limit of time and distance."

### Light Weight Units

The mother set weighs less than 50 lbs. It has a built-in play-back and an instantaneous erasure feature and was demonstrated at the NAB War Conference in Chicago. The field set weighs only 10 lbs. and can be carried on the back. The sound is recorded on a strand of wire which is wound on a sprocket, with each sprocket holding 66 minutes of recording. The sprocket can be detached when the recording is completed and transported by plane or courier to its destination.

Delay in delivery of recorders due to difficulties in manufacture is no longer a problem as most of these difficulties have been overcome, he said. The Army expects to have them in all theatres of the war in a few weeks.

Classified as military equipment, the Army will loan the recorders to accredited network correspondents as soon as there are enough off the assembly lines to insure even distribution among all the networks. Soon radio correspondents using the new units can bring the war directly into the home of every American.

Further tests are under way to determine methods of field servicing, censorship and transportation of sprockets to and from the fronts.

### London Conferences

Col. Kirby recently consulted with the British Broadcasting Corp. and found that nearest equivalent the BBC has to offer in recorder outfits is a 490-lb. unit which requires an engineer to operate it as well as the announcer or commentator. The announcer himself is capable of managing and operating the new wire recorder unit.

While in London, Col. Kirby conferred with Lawrence Gillian, in charge of actuality features (special events) for BBC; Morris Gorhan, program manager, and Lindsay Wellington, BBC representative in the United States, now in England. Col. Kirby said the British have been cooperative and the United States will reciprocate by allowing the British to use the wire recorder.

Col. Kirby visited Dover Castle, coastal defense point nearest Europe, to determine whether or not use of wire recording would permit action broadcasts from this point. He went out into the channel in a rescue boat to find out if actual rescues of airplane crews could be picked up.

Maj. Howard Naussbaum, chief of the Radio Section, European Theatre of Operations, U. S. Army, and former NBC production manager, held open house for Col. Kirby in London for a demonstration of the wire recorder. Present were representatives of BBC, American and British Signal Corps, the RAF, the 8th Air Force, and the OWI overseas branch.

Col. Kirby conferred with Ed Murrow of CBS, Stanley Richardson of NBC and George Hicks of the BLUE in London, regarding use of the equipment and other radio matters. He also conferred with Art Feldman, former NBC assistant to the chief of special events and news, who now is on loan to BBC for special events, and Hal Bloch, free-lance script writer for comedians (currently writing for Bob Hope) who also is working for BBC. Both are in England preparing special programs being aired to BBC audiences in England and the United States. Col. Kirby states they are laying the foundation, through the medium of radio, for a much closer understanding between the two English speaking countries.

### Eisenhower Interested

In North Africa, Col. Kirby conferred with Capt. Albert W. Wharfield, chief of the Radio Section at Allied headquarters and formerly with C. E. Hooper, demonstrating the wire recorder to various interested groups. He also conferred with Com. Harry Butcher, CBS Washington vice-president, now aide to Gen Eisenhower. Col Kirby said that Gen. Eisenhower expressed considerable interest in the recorder and hoped it would bring the war home to the American people and inform them of the sacrifices being made. On his last evening in North Africa, Col. Kirby was the dinner guest of Raymond Clapper, Mutual commentator and columnist, Charles Dailey, CBS, and Merrill Mueller, NBC.

Col. Kirby said because of the shortage of paper for newsprint in England, news broadcasts have taken number one position on the radio. All except those working in factories stop to listen to the 9 p.m. newscast. Wherever there are allied forces to be found, there is sure to be found a phonograph and American music, even though it may be old, he added. The soldiers dance to it and British soldiers are picking up American slang expressions. Likewise, American soldiers have assimilated some of the British slang.

General theory of the wire recorder is that it will bring to the air many types of broadcasts heretofore inaccessible.

**UNUSUAL SALESMANSHIP** last week by MacFarland, Aveyard & Co., Chicago, Ken Arrington, advertising head of Omar Bakery & Flour Co., Omaha, and Hugh Feltis, general manager of KOIL, KFAB and KFOR, saw the cast of *The Adventures of Omar* brought from Chicago to Omaha for an audition before Omar Inc. executives. Omar bought both this 30-minute program, authored by Herb Futran and *Songs of Omar*, Mutual duet featuring former Omahans Virginia Sellers and Wayne Van Dyne from MacFarland, Aveyard to be aired on KOIL Omaha, key station of Central States Broadcasting System. (l to r): Eddie Wajpel, CBS sound man; Mr. Arrington; Evelyn Stark, agency radio director; Dave Stotter, agency account executive; Mr. Futran.

## *ROADS SHOULD PAY FOR TRAVEL COPY*

FURTHER objections to giving the railroads free time on the air through use of OWI "Don't Travel" transcriptions is contained in a letter sent by James L. Curtis, president of KFRO, Longview, Texas, to the OWI Radio Bureau. A complaint charging discrimination against radio was previously made by W. L. Gleeson, president of KPRO, Riverside, Cal. [BROADCASTING, June 14]. This was followed by a denial from F. Q. Treadway of the Southern Pacific Company that his company discriminated against radio in placing travel advertising [BROADCASTING, July 19].

Mr. Curtis' letter to OWI follows:

On the transcriptions we have received for use Aug. 23 you have several cuts on "Don't Travel". We certainly don't believe that radio stations should run these announcements. The railroads are making plenty of money and it is no reason why they shouldn't use radio to create good-will and explain the "Don't Travel" just as they have done in paid advertising in the newspapers.

It was my understanding that in the future the Office of War Information would confine their announcements and efforts on non-commercial projects. Certainly the railroads will never buy advertising on the radio if they can get it free through some government agency. The telephone company is paying for "Don't Use" campaigns, why shouldn't the railroads.

When I have to go to Washington the railroads certainly don't give me any passes. I would appreciate having your views on this.

JAMES R. CURTIS,
President,
KFRO, Longview, Tex

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## WEAF Stunts

WEAF, New York, is staging an elaborate promotion campaign in connection with the Aug. 30 broadcast of Mary Margaret McBride's program from a Rockville Center, N. Y., high school on the occasion of the town's 50th anniversary. The Long Island Railroad, the local Chamber of Commerce, and two of the program's participating sponsors are cooperating in the drive which has entailed the display of 1,000 car cards in trains and the placement of over 300 posters and streamers on station platforms and at other points. Lollypops bearing the WEAF imprint and made by Fanny Farmer Candy Shops, a sponsor, were to be distributed to children attending the broadcast, and matches bearing the station call letters, were to be handed out to customers in the grocery stores of H. C. Bohack Co., another participating sponsor. Tying in with the War Bond drive admission to the broadcast was to be by purchase of bonds.

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MEN in the armed services in Alaska are heard in an NBC monthly series *Voice of Alaska*, said to be the only broadcasts from that country to be heard by American listeners since Pearl Harbor, with the exception of the *Army Hour* programs. Most recent program was heard Aug. 21.

# RADIO WAR-GRAM

PUBLISHED BY

**Western Electric**

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

FIRE PREVENTION

## Award to WGAR

For outstanding service in fire prevention, the medal shown above was recently presented to **WGAR**, Cleveland, by the National Board of Fire Underwriters. The citation accompanying the award reads:

"**WGAR** was awarded the Gold Medal for its development and application of a practical philosophy of fire prevention education which found year-round expression in constructive broadcasts designed to impress home owners and war workers with the importance of fire defense in national defense. Fire prevention broadcasts emanating from **WGAR** represented exceptional initiative and imagination in dramatizing the need for increased knowledge of methods for protecting the community from fire in time of war."

In the programs for which the award was given, **WGAR** took the approach that especially in wartime, we must guard against fire which stops production either through loss of equipment or loss of manpower. Civilian Defense officials from Great Britain, fire officials and plant production experts discussed fire hazards and several dramas were written and produced by the **WGAR** staff to drive home this important war message.

* * *

## On the Swingshift

Reversed living habits, due to work in war industries, have brought forth new program policies between midnight and six in the morning.

**KFR**, Seattle, is using this time to rebroadcast some of the most popular daytime and evening shows.

**WEMP**, Milwaukee, recently went on a 24-hour schedule with swingshift programs including music, sports and hourly news reports.

## "WOMEN COMMANDOS" IS VERSATILE WAR PROGRAM ON WKY

Broadcast Monday through Friday each week by **WKY**, Oklahoma City, "Women Commandos" touches upon many phases of the war effort that are of interest to Oklahoma citizens. In a recent three-week period, this 15 minute program included the following subjects:

What the State's Child Welfare Division is doing for needy children and to provide foster homes for homeless children;

What the women of Guthrie, Oklahoma, are doing to aid the war effort;

A salute to Oklahoma's youngest General, who is only 35 years old;

A discussion of Victory Gardens and their care;

Three talks about WAC enrollment in Oklahoma and the duties of WAC officers;

A program on home canning;

An interview with an Oklahoma woman who has eight sons in service and two daughters in war plants;

Wartime jobs being done in Ardmore;

The duties of the WAVES;

A salute to six Oklahoma heroes;

A plea for more nurses for the Army.

Another regular **WKY** feature, presented each Saturday evening, is "The Local Defense Program." Sponsored by the local Council of Defense, this program explains to citizens how they can cooperate and aid the war effort.

Two programs originating at the Army's nearby Tinker Field are carried by **WKY** each week, a Navy program is aired once each week and every Sunday, a dramatic show is picked up from the Field Artillery School at Fort Sill.

In addition, of course, **WKY** broadcasts many special war effort announcements and many sustaining programs which dedicate a good share of their time to war subjects of importance.

* * *

### *Let's talk about YOU!*

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York 7, N. Y. If suitable, we will use it in one of this series of War-Grams.

## Saludos, Amigos!

For improved coverage of listeners in Latin America, the Office of the Coordinator of Inter-American Affairs has worked out a schedule shared in by a number of stations.

Ten shortwave stations—**WBOS**, **WCDA**, **WCRC**, **WGEO**, **WLWK**, **WLWO**, **WNBI**, **WRUL**, **WRUS** and **WRUW**—will beam Spanish programs to Latin American audiences. Although the number of hours of Spanish programs has been cut in half, each program is now broadcast by two stations. This kind of cooperation should get good results!

* * *

## KOA Music Center

In keeping with its morale-building activities **KOA**, Denver, maintains a Music Center for Enlisted Men which furnishes members of the armed forces a great deal of pleasure when off duty. Here men may listen to recordings or programs, and participate in choruses and broadcasts.

A weekly half-hour program from the Music Center is broadcast by **KOA** every Friday evening. Members of the armed forces furnish the program while others take part in dramatizing activities of Denver military posts.

## How can you censor Cajun?

Cajun is the language spoken by thousands of descendants of the French Acadians who live in South Louisiana and speak little English. Strangely, this patois cannot be written. Hence the censorship problem in connection with newscasts in Cajun over **KVOL**, Lafayette, La.

For a time, the programs had to be discontinued. Then the solution was found. **KVOL** has a Cajun employee monitor each program to see that there are no deviations from previously selected news items. Thousands of Cajun listeners are grateful.

* * *

***Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.***

## Radios for soldiers

Appeals aired by **WWL**, New Orleans, brought truckloads of old radios for the boys in military camps and hospitals. The Keesler Field News said, "to **WWL**, for so unstintingly giving of its time and talent in securing the radios, an orchid and a hearty handclasp of thanks."

* * *

## 26 years ago . . .

In August, 1917, Western Electric engineers demonstrated to the Army the *first* two-way radio telephone between plane and ground. Today there is Western Electric radio equipment helping to win and hold control of the air on every front where Army and Navy planes fly.

* * *

***Buy War Bonds regularly—all you can—from now till Victory!***

XUM

# Shaw Succeeding Hillpot in CIAA

## Former Manager of WMCA Will Direct N. Y. Radio Office

DONALD S. SHAW, an executive of the New York office of the Coordinator of Inter-American Affairs for six months and recently on the radio committee for the Red Cross drive, has been named successor to William Hillpot as director of the New York radio office of the CIAA by Don Francisco, director of the CIAA radio division.

Mr. Hillpot, who has been with the CIAA since February 1941, has resigned to join the Wm. Morris talent agency, New York.

Mr. Shaw

Mr. Hillpot

He was formerly program manager of the BLUE Network, in charge of talent for NBC and prior to that production director of Foote, Cone & Belding, when that agency was known as Lord & Thomas.

Mr. Shaw was formerly general manager of WMCA, New York, at one time assistant to the president of McCann-Erickson, New York, and pror to that eastern sales manager of NBC.

Mr. Francisco said Wilfred S. Roberts, former NBC production manager, who recently concluded a radio inspection tour through South America for the CIAA, will continue as director of the program activities.

## 14 YEARS OF NEWS

### California Sponsors Said To Hold Record

CHALLENGING the record of CFCN Calgary Canada for highest number of news broadcasts by one sponsor [BROADCASTING, July 12], is W. L. Gleason, president of KPRO Riverside, Cal. who writes in to say that two advertisers, Dr. E. L. Laisne, optometrist and the Progressive Optical Co., Inc. of Fresno "have not only sponsored the news longer than the record mentioned of 1900 consecutive days on one station, but on several stations."

For fourteen years, or a total of 5110 days, they sponsored an early morning newscast on KMJ Fresno and KFBK Sacramento. In addition, they ran five minutes of news every hour on the hour twenty times daily for a total of 2220 days on KSAN San Francisco.

Fourteen years is a long time for a radio sponsor to be on the air. That should place Dr. Laisne and the Progressive Optical Co., Inc. at the top of the list. Or do we hear a dissenting voice? Hmmm?

# *Radio Ready to Help Sell 15 Billions In Bonds During Third War Loan Drive*

THE RADIO industry will take a leading part in promotion activities for the Third War Loan Drive to begin Sept. 9. Both time and talent have been massed by the industry in cooperation with the Treasury to sponsor the drive to sell 15 billions in Bonds.

At least 1,500,000,000 listener impressions are to be registered through commercial and sustaining programs, local station announcements, and national spot programs on behalf of the Third War Loan, 25% above the Second War Loan coverage. Estimated value of time and talent involved will mount into millions of dollars.

### Radio Day Planned

Three-fourths of the bigtime network programs—215 to be exact—will aim messages at the 600,000,000 listener-impression audience during the 22-day drive and 100% response is expected to the proposal that each network schedule devote at least one entire show to the effort.

Round-the-clock events are scheduled for Radio Day, Sept. 9, when 80% of the top network shows will carry Third War Loan programs and at least 26 of the bigtime programs will give special treatment to messages for the drive—some shows being based entirely on the drive.

Also on Sept. 9 all network affiliates will carry nine one-minute transcribed dramas or live announcements and all non-affiliate stations will carry 13 such announcements for the drive. Sustaining programs of the four major networks on this day will be arranged in behalf of the effort. Numerous local stations will participate on the opening day activities by programming, in addition to the special announcements, special events of their own such as speeches by community leaders and promotion of local rallies.

Special series of the *Treasury Star Parade* programs have been arranged for the drive. Bing Crosby will lead off in the first of the 21 programs in the series which will include the Bumsteads, Fannie Brice, Fibber McGee & Molly, and others.

The Treasury has prepared two new transcribed shows for nationwide distribution, both 15-minute programs which may be sold to local retailers for sponsorship. One is titled *Sacrifice Day* and includes John Charles Thomas, John Nesbitt, with Victor Spring's orchestra. The other is *Axis Payday* and features Joe E. Brown, Dennis Day, with Wilbur Hatch and his orchestra.

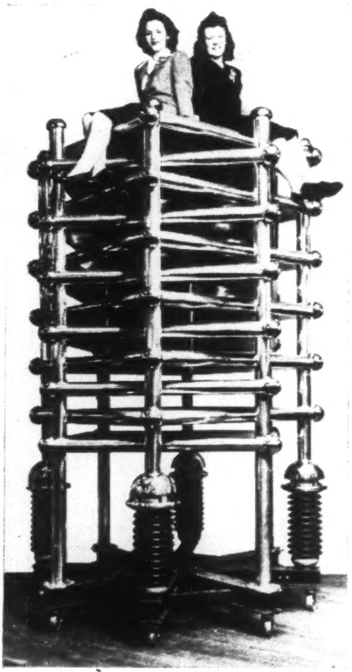
Rush Hughes, KWK St. Louis, commentator, has been commissioned by the Treasury to prepare 24 three-minute transcriptions. These will be distributed nationally and provide a minute preceding and following for announcements by local sponsors.

Transcriptions have been made by at least one (or both where possible) Senator from each state on behalf of the drives. The Treasury will distribute the recorded appeals to the radio stations in the respective states.

Treasury discs are handled in the same manner as promotion material for use by newspapers and publications. The Treasury pays for the actual mechanical work involved in making the discs. Musicians are paid union scale wages while most name talent used is donated or loaned. The discs once prepared are then distributed free to the stations requesting them or designated to receive them, just as mats, cuts, and plates are distributed to the publications.

Current Treasury discs have even been re-recorded for use in Canada by the Drug Campaign National Committee in promoting the Canadian War Savings Campaign.

KATE SMITH, CBS-General Foods star, will write a monthly feature for *True Story Magazine*, starting with the November issue. Column will cover books, plays, movies, radio programs, and other subjects of interest to women.



**THIS GIANT IS** a 200,000-volt air condenser fabricated of 16-gauge sheet steel. Manufactured by the Federal Telephone & Radio Corp., without the use of strategic aluminum, except for copper and nickel used in plating, the condenser consists of 12 hollow plates, each three and one-third inches in overall thickness and welded together on the sides. The apparatus is employed in the company's high-powered transmitter laboratories as a phantom antenna capacitor of 2500-mmf.

# *APPLICATION FILED FOR SALE OF KFMB*

APPLICATION for sale of KFMB San Diego, to O. L. (Ted) Taylor, president and general manager of KGNC Amarillo, Tex., and president of the Taylor-Howe-Snowden group, and Jack O. Gross, general manager of KFMB, was filed with the FCC last week by the First National Trust & Savings Bank of San Diego as trustee of the Worcester Broadcasting Corp., licensee.

The sale price is $95,000 cash [BROADCASTING, July 19], $25,000 to be paid upon FCC approval of the transfer and the balance in six yearly instalments, five of $7,500 and the last of $32,500. Mr. Taylor and Mr. Gross would each own 50% of the 7,500 shares of stock outstanding.

Certain obligations of the station to the trust company would be assumed by the new owners, the amount to be included in the sale price.

About six weeks ago the FCC approved an application of the Worcester Broadcasting Corp. for voluntary transfer of control to the trust company and renewed the license of KFMB on the regular basis. The trust company notified the Commission at that time [BROADCASTING, July 19] that it was seeking a satisfactory purchaser for the corporation.

Mr. Gross became general manager of the station last January, with option to buy subject to FCC approval. He has been in radio 20 years as announcer, producer, sales executive and manager.

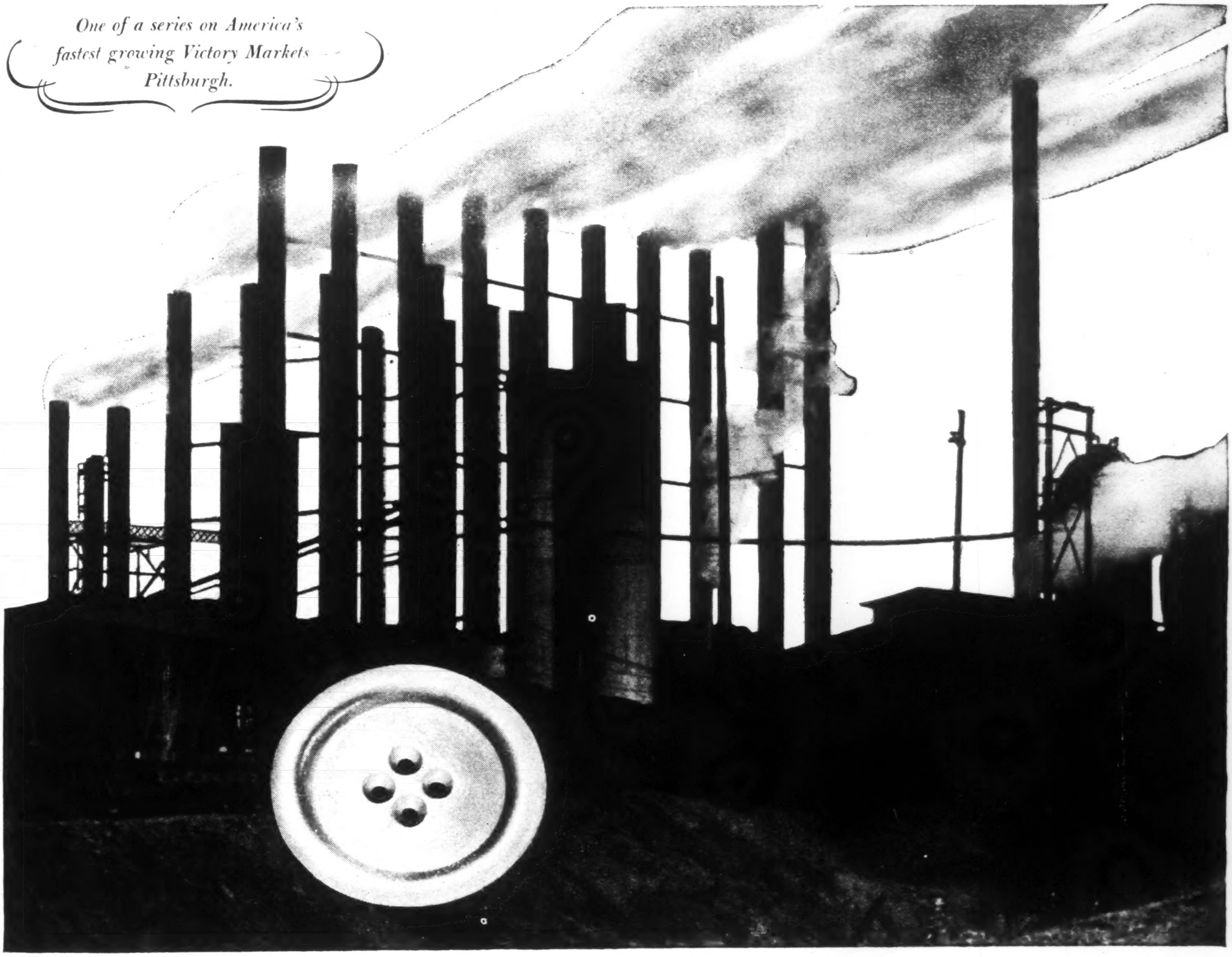
## Coop. Centennial Plans

COOPERATIVE LEAGUE of the U.S.A. will meet in Chicago at the Hotel Morrison Sept. 10-11 to discuss plans for the celebration of the centennial in 1944 of the consumer cooperative movement. Radio plans for the coming year will be considered at this time. Group spent $25,000 on the transcribed series, *Here Is Tomorrow*, aired on 36 stations, in the 1942-43 season. Radio project this year will center around the centennial campaign. Gilman Calkins, associate editor of the *Ohio Cooperator* and the *Ohio Farm Bureau News*, has been named publicity director for the campaign.

## UP Appoints Packard

REYNOLDS PACKARD, who headed the UP bureau in Rome from 1939 until his internment in December, 1941, has been appointed UP manager for North Africa and Italy, with instructions to reopen the Rome bureau at the earliest possible moment, according to Virgil Pinkley, UP European manager. Returning to New York in the diplomatic exchange of June, 1942, Mr. Packard was assigned to Allied North African headquarters early in 1943.

SECOND SERIES of 13 broadcasts on post-war problems, generally titled *For This We Fight*, will start on NBC Sept. 4, as presented by the NBC Inter-American University of the Air in cooperation with the 20th Century Fund and the Commission to Study the Organization of Peace. The first series concludes Aug. 28.



*One of a series on America's fastest growing Victory Markets — Pittsburgh.*

# A Button...and the Pittsburgh Market

A button? A steel mill? The Pittsburgh market? ...What have they got to do with each other? It's all very simple.

The American people know that a button is essential...or we may all be wrapping ourselves up in Roman togas.

And American business men know that advertising in the *right markets is essential*—particularly today...or back they might go to horse and buggy days.

Pittsburgh is one of these *right markets*... and KDKA is the *essential* station . . . because KDKA, the most powerful station in western Pennsylvania, *dominates* this market. There, KDKA is *first choice*—morning, afternoon and night—among 6,000,000 people—more than the combined population of Philadelphia, Cleveland, Cincinnati, Baltimore and Washington, D. C.

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## KDKA . . . PITTSBURGH

One of Eleven Stations in Eleven *Essential* Markets Represented by NBC Spot Sales

Here's why these 11 Stations are *essential* to you:

1. They broadcast to 55% of the radio homes in the U. S.
2. They are in markets whose buying power is 34.2% higher than the country's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a button is to the wardrobe of America.

And KDKA . . . Pittsburgh is *right* on the button!

KDKA—Pittsburgh WEAF—New York KYW—Philadelphia WRC—Washington
KOA—Denver WMAQ—Chicago KPO—San Francisco . WGY—Schenectady WTAM—Cleveland
WBZ-A—Boston-Springfield WOWO-WGL—Fort Wayne

**NBC SPOT SALES**

TODAY, ESSENTIAL THINGS FIRST—
IN BUSINESS, AS IN LIVING

# *Amendment of Communications Act Urged in Report to American Bar Assn.*

AMENDMENT of the Communications Act of 1934 to clear up ambiguity stemming from the recent Supreme Court decisions in the network and the KOA cases was urged by the Standing Committee on Communications of the American Bar Assn. in its report made public today (Aug. 23), coincident with the opening of its 66th annual meeting in Chicago.

**Mr. Bingham**

The Committee, of which Herbert M. Bingham, Washington attorney and Special Counsel for the Senate Petrillo Investigating Committee, is Chairman, recited that the two Supreme Court decisions "serve to emphasize the advisability of clarifying or otherwise changing the Communications Act of 1934 by appropriate amendments". Other members of the Committee are Edwin Borchard, professor at Yale U.; David H. Cannon, Los Angeles attorney; and Howard L. Kern, New York, general counsel of Central R. R. Company of New Jersey.

### Encroachment on Freedom

The Supreme Court opinion in the network cases, the Committee stated, places the stamp of approval on the Commission's power to regulate contractual relations between the stations and the networks.

"Members of Congress, eminent members of this association, broadcasters and zealous guardians of free speech have criticized the decision as being an encroachment on the freedom of speech. They foresee the domination of the airwaves by a governmental agency regulating not only the allocation of licenses but the supervision of financial and program arrangements between stations and networks."

In alluding to the KOA opinion, the Committee said the case was extremely important because it "points up the difficulties involved in the practice of administrative law before the Federal Communications Commission and the limitations sought to be imposed on the rights of parties, both as to a hearing before the Commission and the right of appeal to the courts."

### Study of Bill Urged

The Committee brought out that the White-Wheeler Bill (S-814) is pending before the Senate, and that it embodies amendments to the Communications Act. "We respectfully suggest", concluded the report, "that the incoming Standing Committee on Communications be directed to study S-814 and be authorized to present the views of this association to the Senate Committee on Interstate Commerce when hearings are held on said bill during the fall of 1943."

## WOMEN ON THE JOB

### NAB Tells How They Aid the War Via Radio

WOMEN TECHNICIANS have taken over in the radio industry from Memphis to Juneau, singly and in groups, wherever they are needed, a brochure published by the NAB revealed. Women all over the United States and Alaska are pictured, telling the story of their entrance into the formerly masculine control rooms and transmitters.

The brochure is designed to stimulate interest in the training of women technicians and also to encourage more women to enter the pioneering field, which promises long-term as well as immediate benefits to the industry.

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## *BRITISH INCREASE SPONSORED RADIO*

THE BRITISH Government spent 40% more for government advertising during the first four months of 1943 than for a similar period last year, according to Samuel J. Meek, vice-president in charge of international operations of J. Walter Thompson Co.

The over-all total for the first third of this year was £696,358. While the expenditures represent only space buying activities, the survey is of interest to radio in view of the fact that radio time buying in England has been advanced as a definite possibility within the past year, in particular [BROADCASTING, July 13, 1942].

Provincial daily papers received the largest single share of government advertising this year, with London Sunday papers running second. The National Savings Committee spent the largest portion of the sum, followed by the Ministry of Food.

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## Photo Spots

WAR PHOTOGRAPHS, Richmond, Va., is sponsoring a campaign, using 5-minute transcriptions through about 80 stations to make enlargements of snapshots sent in by listeners of soldiers, sailors, WACS, WAVES, etc. The photograph is tinted, from descriptive data furnished to sponsor, and set in 15x21 lithograph decorative frame. Product is sold at $9.95 on installments—$2 down and $2 a month. Henry J. Kaufman Adv. Agency, Washington, which handles the account, expects to double the number of stations handling the discs. Only one station in a city is used.

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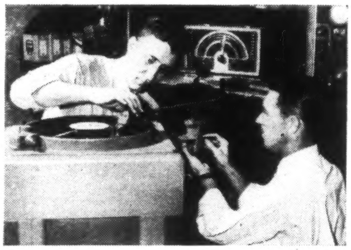
FOR THE 20th year, the Advertising Club of New York will conduct an advertising and selling course, this year's sessions scheduled to start in October. Herbert L. Stephen, news editor of *Printers' Ink*, has been reappointed chairman of the committee in charge of the classes, which will be held at the club's headquarters at 23 Park Ave.

## BEAT SHORTAGE

### WGN Engineers Improvise Varied Equipment



LACK OF BROADCASTING equipment doesn't stymie WGN, Chicago, engineers (l to r): Jay Ferree, maintenance engineer, and Bob Sibold, day supervisor for WGN engineers, who put finishing touches on homemade electrical transcription turntable.

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IMPROVISATION by WGN Chicago engineers under the direction of George Lang, chief engineer, has resulted in workable equipment partially overcoming the shortage created by wartime restrictions.

When WGN needed a new transcription turntable, Jay Ferree, maintenance engineer, Bob Sibold, day supervisor of engineering and Ralph Batt, night supervisor, made one placing in a wooden cabinet a Presto motor and a disk to hold the records made by the same company, adding an old metal arm to hold the mechanism which picks the sound off the record. To this they attached a crystal head on the part touching the record and added a new type of orthocoustic filter.

### Battery Scarcity

A few months ago radio stations were affected by the absence of "B" batteries on the market. WGN engineers used instead, a Vibrapack, an electrical devise which supplied the direct current voltage necessary. Another idea contributed by Lang and his staff is a newly designed remote amplifier for W59C, WGN's FM station, to feed the sound from transcription turntables through the modulating control board.

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## Consolidated Book Disc Campaign Starts on 143

CONSOLIDATED BOOK Publishers, Chicago, on Aug. 23 starts *The Meal of Your Life*, a transcribed quarter-hour program on 143 stations in behalf of Culinary Arts Institute Cook Booklets. Setting for each program is an imaginary dinner at the Hotel Waldorf-Astoria, New York. The story of an unusual dinner of the past is recalled and then reenacted by prominent film and theatrical figures.

First program of a series of 12 already prepared dramatizes Elsa Maxwell's first party, as recalled by the famous party hostess, and played by Gertrude Lawrence, John Hoysradt, Sheila Barrett and Crosby Gage. Kermit-Raymond Corp., New York, produces and handles the series.

## *INTERVENTION PLEA IS GRANTED CHURCH*

CHURCHILL Tabernacle, Buffalo, a religious corporation, has been granted leave to intervene in the WKBW and WGR, Buffalo, applications for renewal of license, for the purpose of filing exceptions to the proposed findings of the FCC, making an appearance at the oral argument if any is held, and the submission of a brief.

The FCC, in 1941 held hearings on the applications of Buffalo Broadcasting Corp., licensee of WKBW and WGR, according to the bill of particulars, in part, to obtain information as to the relationship between the licensee and Churchill Tabernacle, and respecting money paid by the licensee to Churchill Tabernacle under terms of an agreement with the latter.

The religious organization was at that time denied permission to intervene at the hearing, which now awaits proposed findings of the Commission. Churchill Tabernacle asserted in its petition to intervene at the time of the hearing that as successor to Churchill Evangelistic Assn. Inc., owner of WKBW before the sale to the present licensee, it reserved certain hours for broadcasting religious programs, in line with the terms of the sale to Buffalo Broadcasting Co., which also called for deferred payments.

The religious broadcasts are of such importance to the public as to justify intervention in the matter of license renewal in the public interest, says the Churchill petition.

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## Arthur Murray's Plans

CAMPAIGN on behalf of Arthur Murray's *Learn to Dance at Home* has been temporarily suspended due to exhausted supplies of the book, but will be resumed towards the end of August when the new edition is expected to be out. Test started in mid-June, and involved time purchases on nine stations [BROADCASTING, July 26], Simon & Schuster New York, originally published the book but Arthur Murray Dance Studios, New York, which is reprinting the book, is buying time on its behalf. Agency is Huber, Hoge & Sons, New York.

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CAPT. MICHAEL FIELDING, news analyst of WIND Gary, Ind., is one of the first members of the Red Cross Gallon Club in the Chicago area. Only those who have donated eight pints of blood to the Red Cross are admitted to membership.

## A Bendix Washer?

UNABLE TO get their laundry done, members of the Ferry Command stationed at the Bendix airport at South Bend, Ind., appealed to WSBT for help in obtaining a washing machine, iron and ironing board. Five minutes after the broadcast WSBT had offers of one washer, ten irons, five ironing boards, several cases of soap chips, *and* an offer to buy one of the washers in case more than one was produced by the appeal!

XUM

R 8
2
T 5
1
S 1
S 5
V 1
W 2
U 8

# Who wants these Baltimore Ration Points?

**If you have something to sell, today more than ever you've got to get people to ask for your brand FIRST! In Baltimore, the surest way to reach the most people at lowest cost is Radio Station WFBR.**

Limited supplies . . . limited sales . . . but sales *ARE* being made. People still buy. The sales trick today is to make sure *YOUR* brand isn't by-passed!

And the radio answer in Baltimore is WFBR. This is the Mutual station that delivers the concentrated population of the country's 6th largest city.

WFBR makes no pretense of trying to cover half the Eastern Seaboard. We deliver the big local station to people who can buy where your products are for sale.

We do not try to cover Virginia, Pennsylvania, Delaware, New Jersey and West Virginia with a hopped-up signal and a correspondingly higher cost. (Moreover, we think radio stations in these scattered states have their own loyal listeners right in their own backyards).

In making up budgets . . . remember in Baltimore, the way to make friends and sales by radio, is WFBR.

**RADIO STATION WFBR BALTIMORE**

**NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.**

# Purely PROGRAMS

MUSICAL VERSION of "Bingo" on WJZ, New York, has expanded from weekly to five-weekly quarter-hour programs on that station. Listeners are invited to submit a coherent sentence made up of the titles of three tunes. Prizes of $4 are awarded for three best entries, with stipulation that half of sum be sent to a designated member of the armed forces. "Daily Double" prize of $8 goes to top winner. General MacArthur, Major-General Jimmie Doolittle, Clark Gable, Rudy Vallee, are among the "servicemen" who have been selected to receive portions of the prizes. Recipients in most cases donate the money to a worthy cause. Entries are said to come in at the rate of 2,000 a week. Program is also aired on the BLUE, WJZ's parent network, each Saturday.

* * *

### Cinderella Contest

ONE HUNDRED hostesses at New York's Stage Door Canteen will compete for the titled of "Cinderella" Aug. 24 by trying to fit their feet into shoes, contributed by Mutual's audience participation show, *U-Tell-Em-Club*. Program producers came through with 100 pairs of dancing sandals after Peggy Burke, Canteen hostess, complained on the first program that girls would dance with service men if they didn't have to worry about coupon No. 18. Men of the Merchant Marine will serve as "Prince Charmings". Winner will receive the shoes that fit her, and a new costume.

* * *

### Quiz Show

WHCU Ithaca, N. Y. has inaugurated a new musical quiz show titled *Beat the Deal*. Jack Deal, at the novachord and piano, calls listeners and asks them to identify tunes just heard over the air. If the correct answer is given the listener wins a prize and then may request a number for Jack to play. If he is unable to play the request the listener wins an additional award.

* * *

### Use Comedians' Jokes

GAG WRITERS re-write jokes submitted by well-known comedians and air them in a weekly half-hour program on the BLUE titled *Awake at the Switch*. Program was adopted as weekly feature after sample broadcast on *Sneak Preview*, series inviting listeners to give their reactions to sample broadcasts.

* * *

### Soldier Kings

NEW WEEKLY show *King for a Day* was started Aug. 3 on KSAL Salina, Kansas. The "king", an outstanding soldier from nearby camps, is interviewed on the air and for one day he and his wife or buddy are given the best hotel suite and their choice of any entertainment in town at the expense of the hotel sponsoring the show.

* * *

### Remember

LINKING songs with scenes and events of their heyday, new half-hour musical program, *Remember*, recently opened on BLUE Pacific stations. Written by Helen Morgan, series is produced by Dick Tate.

### Message to Youth

HELPING to combat the rising tide of juvenile delinquency, WMAL Washington, is presenting on its National Children's Frolic heard every other Saturday afternoon, William A. Durbin, special agent of the Federal Bureau of Investigation, who presents a special message from FBI Chief J. Edgar Hoover. These short talks strive to show the boys and girls in the studio and in the radio audience that crime does not pay, and that persons who disregard law and order must inevitably pay their debt to society.

* * *

### Know the Allies

NEW CBC weekly series about the peoples fighting for world freedom is titled *People on the March*. Designed to tell Canadians more about their Allies in the war the series at present is featuring the Russian peoples and during September the peoples of South America will be presented. Broadcasts are produced from the Winnipeg studios of CBC.

* * *

### Labor Reporter

ACHIEVEMENTS of labor-management committees in the war effort are being aired weekly in a new CBC Wednesday evening series, *The Labor Reporter*, by Allan May, Canadian reporter who fought with the Loyalists during the Spanish Civil War.

### For John Q

MEMBERS of the radio audience who have views to express on subjects of the day are given a chance to do so on the half-hour weekly program *John Q. Public* on WEAF New York. Devised by Ed East, with Prof. John A. Kruat of Columbia U. as moderator, the program opens with extracts from letters by individuals who are unable to appear on the show, then letter-writers who have submitted best views on the weekly question announced in advance, are presented in person.

* * *

### Teamwork

TEAMWORK of the war industries in the Philadelphia area and the men on the fighting front is the theme of a new series of programs inaugurated by WCAU Philadelphia, titled *Salute to Uncle Sam's Industries*. Format of each program includes a brief history of the war plant honored, address by an executive of the company, interviews with workers and interview with a member of the armed forces recently returned from a combat area.

* * *

### Background Changes

LOCALE of an adventure series, *Foreign Assignment*, on Mutual, changes each week according to the latest headlines. Main characters are an American and an English correspondent, and a "mystery woman."

**FIRST PAGETTES** at NBC are these trim ladies trained for daytime duties in manning information desks in lobbies and studios. Left to right: Kitty Kent, Martha Maxwell, Marie Garvey, Bernadette Mitchell, Dorothy De Pue, Regina Fleming, Doris Thurston, Elaine Frailey, Martha Horner. Pagette Anita Cohan was absent when the photograph was taken.

### Latest on Books

KGVO Missoula, Mont., in cooperation with the Missoula Public Library, is presenting a series of weekly 15-minute programs *The Open Book*. The series is designed to acquaint the general public with special services offered by the library, and to review new books as they are acquired. Head librarian, Nina Ford, supervises the broadcasts.

* * *

### Past and Present

FROM back issues of the San Antonio *Express* and the San Antonio *Evening News* comes material for the new *Headline Echoes* program begun Monday through Friday over WOAI San Antonio. Production manager George L. Marks presents old headlines in view of their interest as applied to current events.

* * *

### Suppressed Desires

YOUR SUPPRESSED DESIRE, new audience participating show on WLW, Cincinnati, for a half-hour on Saturday nights, gives listeners a chance to write in and reveal what they've always wanted to do. Senders of most interesting ideas will be invited to participate in the show and try for cash awards.

* * *

### For Kids

CHILDREN'S SERIAL *The Sea Hound*, presented on the BLUE weekly with the Office of the Coordinator of Inter-American Affairs, uses information on history, geography, products and life of Latin American countries as background for exploits of the hero and his ship.

* * *

### To Inform Public

OPA officials recently appeared on the first of a new series of programs being aired over WLW Cincinnati, titled *Black Market*, to acquaint the public and business with the reasons and need for cooperation with the rationing and price control programs of the government.

* * *

### Shows for Soldiers

WJNO West Palm Beach, is devoting two programs to the soldiers of the Morrison Field Air Base. Six days a week, *Morrison Field Morning Report* presents world news and news of the base while the men are making their bunks or mopping the barracks. *G. I.-I. Q.*, originates from the Service Men's Center every Thursday night.

* * *

### Heckling on Diet

ON THEORY that the public remembers a slap in the face better than anything else, Carlton Fredericks, scientific commentator, heckels his listeners into an appreciation of the proper food values on *Living Should be Fun*, five-weekly program on the BLUE.

* * *

### Valor Series

EXPLOITS of Philadelphians distinguishing themselves in the armed forces are dramatized each week on new series over WIP Philadelphia. Titled *Valor Knows No Creed*, subjects are selected among fighting men of various faiths and creeds.

MODERN ROMANCES
EVERY STORY TRUE
JANUARY
Still 10 CENTS
FIRST FURLOUGH
A STORY OF SWEETHEARTS IN WARTIME
EVERY STORY TRUE
ME!
TRUE
Read: THE TRIAL OF NANCY BYRNE
N?
for fun

*from the pages of a great magazine....*
*comes a thrilling new Radio Series.*

# MODERN ROMANCES

Every one of these exciting dramas is true—every one is different—every one is complete in itself—every one is timely and in tune with today.

MODERN ROMANCES is more than an "escape" program. It dramatizes the domestic and love problems that millions now face, it brings relaxation, inspiration, and solace to men and women of all ages.

Taken from the pages of one of America's fastest-growing magazines, MODERN ROMANCES is expertly dramatized, excitingly acted, skillfully produced. And because each of the 15-minute programs in series of 39 is *complete in itself*, MODERN ROMANCES gives you time-buying flexibility; you can spot it at whatever time is most advantageous and economical.

MODERN ROMANCES is a program so effective, so strong in audience-attraction, so certain to do a great sales job for its sponsors—that you can't afford to overlook it in making your plans. Write *today* for full information, audition records, and availability data.

**MODERN ROMANCES**
is **NOT** for Sale in North Carolina, Virginia, South Carolina, Florida and Georgia.

The Columbia Baking Co., Atlanta, Ga., through the Freitag Advertising Agency, is sponsoring MODERN ROMANCES in these states on 27 stations, using evening time on 17 of them.

## NBC RADIO-RECORDING DIVISION

NATIONAL BROADCASTING COMPANY

RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO • Trans-Lux Bldg., WASHINGTON, D. C. • Sunset & Vine, HOLLYWOOD, CA

# *Hollister Forecasts Power of Radio Based on Present Wartime Influence*

DYNAMIC FORCE of radio in the world to follow the war was forecast by Paul Hollister, vice-president CBS in a report to the St. Louis Advertising Club during a cross-country tour. Basing his predictions on the theory that the future of radio is but a projection of the trends and techniques of the present developed to their greatest possibilities, Mr. Hollister reviewed the "war years" of radio and their effect on the American public.

"In 20 years, American free enterprise," he said, "has built a radio system which cannot be degraded to the position of mouthpiece for any administration, any pressure group. During these same 20 years there broke upon our people the greatest of all wars in the history of our self-preservation, and for the first time there was ready for instant use a means of communication to all people."

He recalled the fact that within 24 hours after the Japanese attack, American listeners—and listeners in Berlin, Rome, Tokyo—heard the voice of Roosevelt issue their marching orders. From then on, the full force of American radio was on active war duty.

The industry was then aided by the Office of War Information, which "produced a strikingly heavy and smooth flow of traffic in clearing the information output of 30 separate government departments . . . to the people."

### Swift Conversion

"One result is plain," Mr. Hollister stated, "never before had the mood of so large a democracy been so swiftly converted to a war footing, pointed in the direction of its most effective volunteer war behavior, or stimulated to project its volunteer tradition to greater results."

Citing statistics on CBS' contribution to the war effort, he pointed out that of "18,101 war programs, 9,272 were bought and paid for and volunteered to the war effort by advertisers. The remaining 8,829 war programs were bought and paid for and volunteered by the network."

*"What's more, the total of war information broadcast during an average CBS day was 37.6% of the entire broadcasting clock of the day."*

The most important aspect of the situation reflecting the results OWI and the radio industry were working to achieve—that of guided voluntary effort—was shown clearly in BROADCASTING, March 29, 1943, according to Mr. Hollister, when it estimated the time volunteered by networks, stations and advertisers to programs cleared through OWI for one year of war broadcasting at $86,900,000.

Mr. Hollister feels that such figures as the above prove the tremendous influence radio exerted on the American public from the tense days of Pearl Harbor to the present. Similarly it will prove a great potential force in the world ahead.

"But," he warned, "constructive changes . . . will not come abruptly. Restrictive changes . . . may come unwarned at any time through the capricious application of bureaucratic power, and further restriction of that freedom of speech upon which press and radio base inseparably and wholly."

"Let us assume that such lightning will not strike, though that is certainly an optimistic assumption until Congress passes a modern and equitable law."

The possibilities for a free-speaking radio in a post-war world are infinite, however, he said, and "if you want radio post-war to help heal the world, radio is ready."

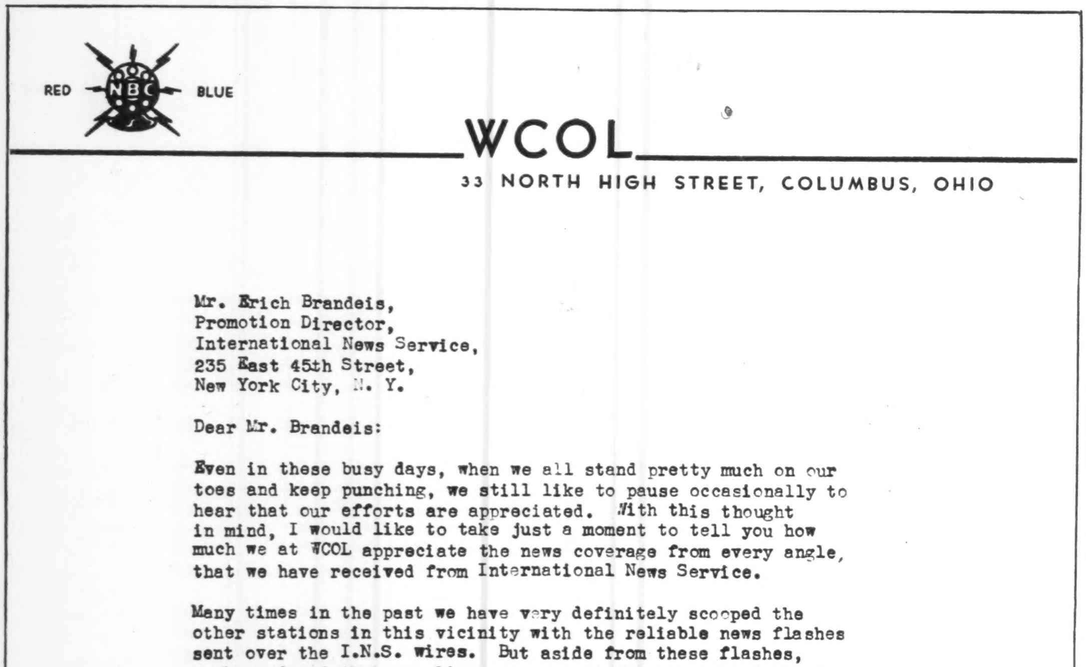
## General Motors Renews

GENERAL MOTORS Corp., Detroit, has renewed *Victory is Our Business*, transcribed quarter-hour institutional program, on 30 stations throughout the country. Renewals for 13 weeks went into effect during the first week in August. Program went on the air a year ago. Agency is Campbell-Ewald Co., Detroit and Chicago.

## Direct Mail Meeting

DIRECT MAIL ADV. ASSN., o Oct. 15 will hold a one-day sessi similar to that held last year t discuss "What's Ahead in Dire Mail and Printed Promotio Meeting will be held at the Hot Roosevelt, New York, in conjun tion with the Graphic Arts Victo Committee.

KENNEL FOOD SUPPLY Co., F field, Conn. (Nero-Meato, C. F. M Biscuits, Cod Liver Oil Biscuits, T rier Food and Puppy Biscuits), the Park City Adv. Agency, Bridgep Conn., have stipulated with the F eral Trade Commission to cease the terms "meat", "meat scrap", " meat" or other terms of similar port to describe any ingredient wh is not meat in fact.



RED NBC BLUE

WCOL

33 NORTH HIGH STREET, COLUMBUS, OHIO

Mr. Erich Brandeis,
Promotion Director,
International News Service,
235 East 45th Street,
New York City, N. Y.

Dear Mr. Brandeis:

Even in these busy days, when we all stand pretty much on our toes and keep punching, we still like to pause occasionally to hear that our efforts are appreciated. With this thought in mind, I would like to take just a moment to tell you how much we at WCOL appreciate the news coverage from every angle, that we have received from International News Service.

Many times in the past we have very definitely scooped the other stations in this vicinity with the reliable news flashes sent over the I.N.S. wires. But aside from these flashes, we have found that our listeners accept the straight-forward, honest and reliable news that we have been able to present to them on our various news broadcasts.

I would like to pause just a second to compliment Mr. Carl Turner, Manager of your Columbus office, for the fine cooperation that he has displayed in helping us with our local news coverage, as well as trying to fulfill any request that we have ever made of him.

Keep up the good work.

Sincerely,

WCOL, INCORPORATED

Wally Beavers

Wally Beavers
Program Director

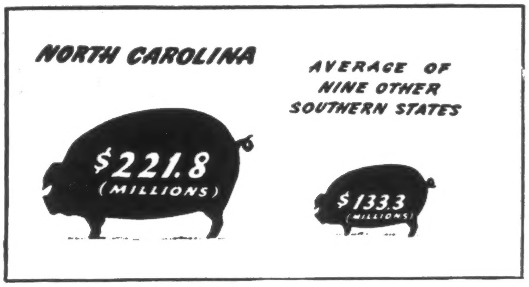
WWB:BA

*Thank you, Mr. Beavers*

INS

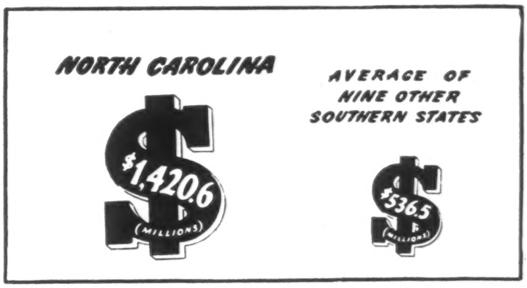
# NORTH CAROLINA is the SOUTH'S GREATEST STATE

## IN AGRICULTURE



**CASH INCOME AND GOV'T PAYMENTS** Source: Department of Agriculture, 1940

## IN INDUSTRY



**VALUE OF MANUFACTURED PRODUCTS** Source: Census of Manufactures, 1939

# WPTF

## with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

## Studio Notes

WALL Middletown, N. Y., recently celebrated its first year on the air with a special broadcast. Story of the station's beginning was related by its founders on the anniversary show which included participation by civic, business, farm, educational, religious, and other groups.

A PROGRAM SCHEDULE for radio time buyers, titled *Advertisers' Program Schedule*, will be released semi-monthly to the trade by KYW Philadelphia. The schedule is designed to permit a timebuyer to note at a glance all present KYW availabilities, client listings and type of product.

DON LEE Broadcasting System, Hollywood, has constructed a new special newsroom for Lees Mawhinney and his writing staff. Teletypes are glass enclosed and maps of the theatres of war are mounted on the walls, with specially designed copy desk in the center of the room.

KYA San Francisco, has contracted with Press Assn. for the special radio wire of Associated Press.

WHIO has started a complete diary of outstanding news events to facilitate ease and speed in answering questions about current events which WHIO listeners have been asking.

KTAR Phoenix, Ariz., has completely remodeled its control room for the installation of a new Western Electric 25-A two-channel speech input console. Observation window has also been enlarged.

TO CLARIFY various income tax problem issues, KNX Hollywood in cooperation with the Internal Revenue Department, has started a weekly quarter-hour commentary. Judge Harry G. Westover, internal revenue collector, is featured with other tax authorities during the six-week series.

VICTORY BOND TANK operated by WRBL Columbus, Ga., reports sales of $40,780.66 for the month of July. Figure represents a percentage of slightly less than ten per cent of the total sold in the entire Muscogee County, Ga.

ONE-MINUTE news feature "The World in a Nutshell", has been added to the regular daily service of the United Press. Program can be used as a one-minute newscast or as an opener or sign-off for the UP quarter-hour *World at War* round-ups.

### Out of Place

WOMEN announcers do not please the Canadian listening public, Dr. J. S. Thomson, general manager of the Canadian Broadcasting Corp. told the Parliamentary Committee at Ottawa. The CBC has employed a number of women to meet wartime staff difficulties, Dr. Thomson said. "We get a considerable number of complaints from the public," he said, referring to women announcers. CBC salaries during the last fiscal year ending March 31, 1943, totalled $1,417,981, an increase of $184,092.

WLIB Brooklyn, is contributing use of its studios and the services of its assistant chief engineer, Murray Goldberg, and chief studio engineer, Harold Brown, for a course in studio operation for engineers holding at least a first class ticket. Students are sent to take the course through the American Communications Assn.

NORTHERN BROADCASTING & Publishing Ltd., Toronto sales office has moved to 2320 Bank of Commerce Bldg. Telephone is now Elgin 1165.

DESIGNED to train men and women to fill the wartime manpower shortage, classes in radio production, writing, acting, announcing and control room operation have started at KPO San Francisco, and Stanford University at Palo Alto. Members of the university faculty and the KPO staff conduct the classes.

NEWS FROM Occupied Europe is title of new series of weekly broadcasts on the national network of Canadian Broadcasting Corp. Series is based on information gathered from reliable sources. News from the underground will be interpreted in terms of geography and character of the various peoples. Gerald Noxon, Canadian author and traveler, is writing and telling the series on the air.

TWO NEW and two renewal contracts for syndicated programs produced by NBC's radio-recording division have been signed by KOMA Oklahoma City, taking 26 programs of *Flying For Freedom* for the John A. Brown Co., department store, and WKZO Kalamazoo, Mich., signing for 39 programs of *The Name You Will Remember* for Sal-Fayne Corp., headache powders.

LISTENERS of WGL Fort Wayne, get their rationing news first hand through a series of weekly talks by R. Nelson Snider, head of the county rationing board.

TALENT GROUPS which have been appearing on WSIX Nashville, are now heard on the Mutual network on *Nashville Varieties*, Monday-Friday 1:15 p.m.

TEN years of news service to Colorado was observed by KFEL Denver, this month, on the regular Sunday hourly news review. Participating on special program recently were: Gene O'Fallon, manager; Frank Bishop, director; and Wally Reef, news editor. WNEW New York, has expanded its executive offices at 501 Madison Ave. WINS New York, WRAL Raleigh, N. C., and KFDM Beaumont, Tex., have acquired the special AP radio wire from Press Assn.

WRBL Columbus, Ga., originated a special broadcast of a Home Front Rally from the Bradley Theater where 2200 women had gathered to pledge themselves to pay no more than OPA ceiling prices and to accept no rationed goods without coupons. At the mike interviewing speakers from OPA and the women's military services, were Jack Gibney of the special events dept., and Anice Johnson, WRBL woman's editor, known to radio as Kitty Kay.

KTBI Tacoma, has signed for the special AP radio wire of Press Assn.

AS PRIZES on its various quiz spots during the day, WCKY Cincinnati, is offering tickets to "This Is The Army," motion picture from the stage show of the same name, now showing in Cincinnati.

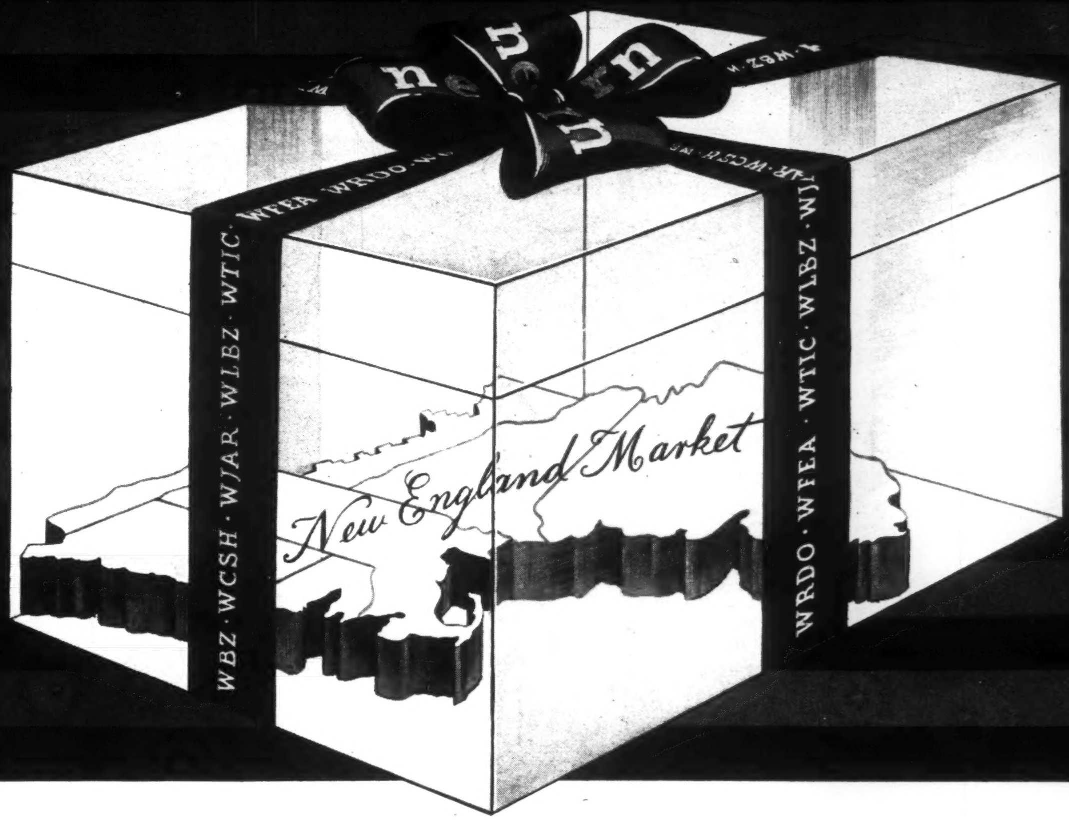
TWO HOUR luncheon meetings have been inaugurated at KWK St. Louis by station president Robert T. Convey, for the purpose of facilitating cooperation between members of the various departments of the station and to create a better understanding of the various problems involved by each of these departments.

FEATURING interviews with combat pilots, reviews of air news of the week, interviews with laboratory experts, and dramatizations of the exploits of Air Force pilots in all theatres of the war, a new series of Wright Field, Dayton, Ohio, broadcasts will soon be aired over WHIO Dayton. Phil McKee, radio writer and producer at Wright Field has been making arrangements for the new show with station manager [illegible] Moody.

Cliff
EDWARDS
"Ukulele Ike"
Signs with LANG-WORTH

One of Hollywood's GREAT entertainers is now available on transcriptions. "He's terrific" say the kids. "Better than ever" vote pa and ma. Remember Singin' in the Rain — Paddlin' Madeline Home — Ain't Misbehavin' — Louise — Yes, Sir That's My Baby — Good Little Bad Little You — Somewhere Over The Rainbow? Well they're only a few of the 40 GREAT songs Cliff Edwards recorded, exclusively, for those lucky Lang-Worth customers. Available NOW with Lang-Worth Planned Program Service.

LANG-WORTH, Inc. 420 Madison Avenue • New York


n e r n
WBZ · WCSH · WJAR · WLBZ · WTIC · WFEA WRDO · W
WRDO · WFEA · WTIC · WLBZ · WJAR · WCSH · WB
· WBZ · W
New England Market

## the network that really works

The New England Regional Network works because it combines New England's *leading* radio stations. Each unit is the dominant voice in its own area.

The NERNetwork works for you even during the hours you're not on it. Because it works constantly at holding for you New England's *responsive* audience — through good programs, friendliness and power.

For all who meet that audience by buying NERN, it works well enough to make sales curves swoop skyward. When you buy NERN, you buy a net*work*.

Extra *working* features: A "Class A" quarter-hour on New England's *leading* stations for only $600 . . . No line charges . . . Studio facilities in New York, Boston, or Hartford without charge . . . Privilege of adding a New York station at that station's rate . . .

### NERN STATIONS

| | |
|---|---|
| WBZ* | Boston, Mass. |
| WCSH | Portland, Maine |
| WJAR | Providence, R. I. |
| WLBZ | Bangor, Maine |
| WTIC* | Hartford, Conn. |
| WFEA | Manchester, N. H. |
| WRDO | Augusta, Maine |

** The only 50,000-watt stations in New England. All NERN stations are NBC affiliates.*

*Nationally represented by*

**WEED & COMPANY**

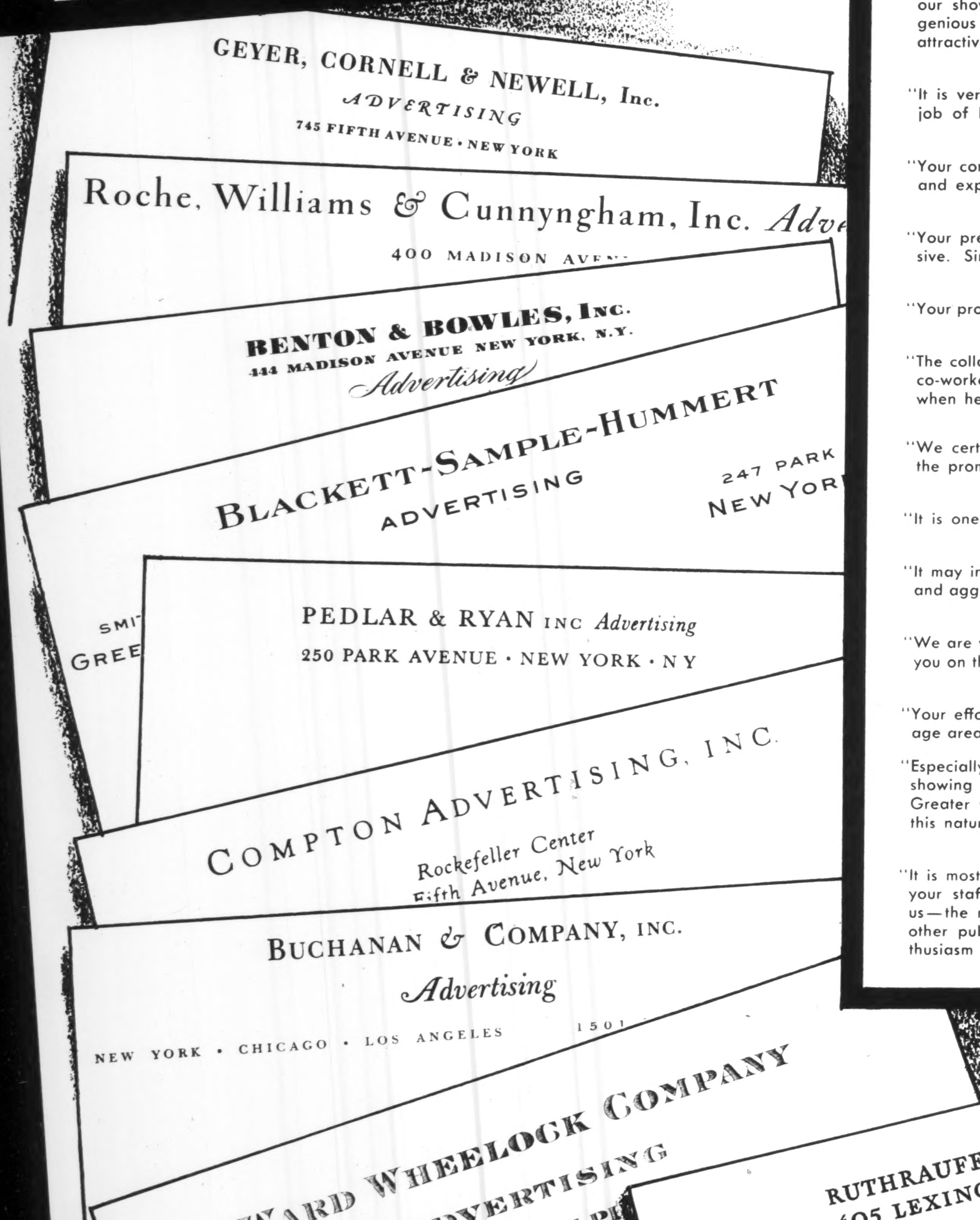
*New York, Boston, Chicago, Detroit, San Francisco, Hollywood*

## NEW ENGLAND REGIONAL NETWORK

# nern

HARTFORD,
CONNECTICUT

# The AGENCIES R



GEYER, CORNELL & NEWELL, Inc.
*ADVERTISING*
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Roche, Williams & Cunnyngham, Inc. *Adve*
400 MADISON AVE

**BENTON & BOWLES, Inc.**
444 MADISON AVENUE NEW YORK, N.Y.
*Advertising*

BLACKETT-SAMPLE-HUMMERT
ADVERTISING
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NEW YOR

SMI
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PEDLAR & RYAN INC *Advertising*
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COMPTON ADVERTISING, INC.
Rockefeller Center
Fifth Avenue, New York

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WARD WHEELOCK COMPANY
ADVERTISING
PHILADELPH

RUTHRAUFF & RYAN *Inc.* ADVER
405 LEXINGTON AVENUE .. NEW

"We are grateful for the courtesy cements
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"It is most gratifying to know that we had
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# FIFTY GRAND

# PORT...

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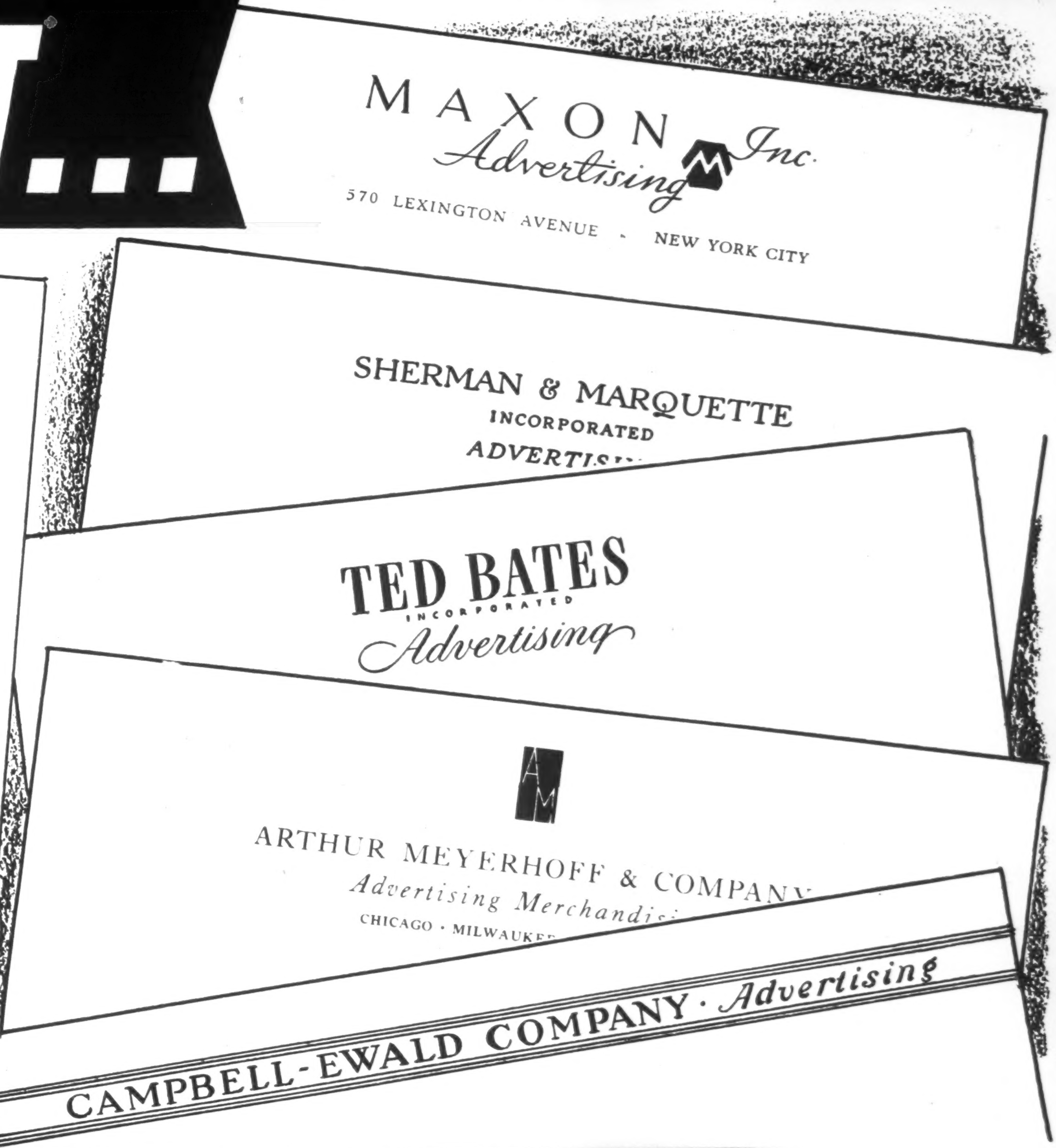

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ER G
EW K

# WCKY

THE L. B. Wilson STATION

CINCINNATI

N POWER · C B S

# Editorial

## 'Freedom From Fear'

ENOUGH has been developed by the House Select Committee investigating the FCC, it is now evident, to sustain the view that something more than a minor legislative operation is required.

Although the Committee claims it has barely scratched the surface, it has brought forth evidence (challenged every inch of the way by the FCC majority) that the Commission has run out of bounds in grabs for power; flouted Congress; crossed the paths of the military to the point where the President was asked by the Joint Chiefs of Staff to strip it of its so-called "war activities"; usurped functions of the Office of Censorship, and terrorized at least that portion of the industry dealing in foreign language broadcasting.

The FCC has rushed to the public prints to disclaim each charge in the most blatant and intemperate sort of language, which constitutes an amazing departure in Congressional-independent agency relationships. The Commission has used every device and trick of the public relations craft (and some that are new) to grab the headlines from the Cox Committee.

The disclosure of connivance between the FCC foreign language minions and those of OWI simply points up what has been happening in radio regulation ever since that coterie of bright young men who think it's a sin to make money on *their* government franchise, got their collective feet in the door at the FCC a few years ago. They have thrived under the existing "enlightened" leadership of the FCC.

There may be things wrong with the makeup of the Cox Committee. Perhaps some of its methods, from the purely judicial approach, are extreme. But committees of Congress don't follow prescribed court-room procedures. The Committee was named after a virtually unanimous vote of the House in support of the resolution for an FCC investigation. That's something the Commission majority itself, and perhaps those who are beguiled by the snowstorm of press releases from the FCC, seem to forget.

The testimony adduced at the foreign language phase of the inquiry, and the admittedly "extra-legal" activities of the "War Problems Division", is no news to broadcasters. Months ago the tactics of the FCC's so-called War Problems Division, working in cahoots with the Foreign Language Branch of OWI (perhaps unbeknownst to OWI higher-ups) were disclosed in these columns.

It is also no secret that the industry, or some portions of it, fear reprisals from the FCC. The majority there has brooked no opposition, whether it be an individual broadcaster, the networks, or the NAB. Now it shows its utter disdain of Congress, which gave it the breath of life.

Broadcasters, by and large, have led a charmed life. They have suffered little financial adversity (except for some little fellows), despite the horrendous stories of calamities in the making. The tendency is "let George stick his neck out", and George never does. But there's always a first time. Because a war is on it's doubly hard to get the industry aroused, since there's so much to be done at home.

At the Cox hearings, FCC protests aside, it has been made clear that many broadcasters actually live in "holy terror" of the FCC. One of the freedoms for which this war is being waged is "freedom from fear".

There shouldn't exist the slightest suspicion of this sort of high-handedness, or of what some newspapers have now described as "blackmail". The FCC shouldn't be required to rush to the headlines to offset such allegations.

The way to clear all this up is with legislation at *this* session of Congress. It may be too much to expect, but we think the Commission should eagerly join with Congress and the industry to eliminate any vestige of guesswork as to how far the licensing authority should go.

The only way to assure that "freedom from fear" is to take away the Commission's brass-knuckles.

---

## OWI's Hot Spot

RADIO'S youngish old-timers must get a satisfying chuckle out of the announcement of E. Palmer Hoyt, director of OWI's Domestic Branch, appointing a committee of nine top-flight broadcasters to advise him on radio news and policy. It was only a few years ago that publishers rather generally regarded radio as an upstart that couldn't be trusted with a news obligation, or with any other dealings with the public.

All that, happily, is over the dam, although we still hear of an isolated instance now and again where the horse-and-buggy die-hards still refuse to publish radio logs, because of the "competition" of radio.

"Ep" Hoyt is a realist. He's both an editor-publisher (of the *Portland Oregonian*) and a broadcaster (KGW-KEX). He had appointed an advisory committee of outstanding newspaper editors to help him decide matters related to war news coverage and handling for the press. He recognized radio's status as a news medium by appointing a parallel committee for radio news and policy made up of the heads of the four major networks and representatives of independent station operations who hold the respect of their fellow broadcasters.

OWI, it is clear to those sitting on the lid in Washington, is in for plenty of hell when Congress reconvenes next month. Certain of its operations probably are due for something more than routine scrutiny, as witness the admittedly collusive activities of certain of its Foreign Language minions with FCC folk on the enforced firing of radio commentators.

But as far as the broadcasting industry is concerned, it has only the highest praise for the work of "Ep" Hoyt, his able predecessor Gardner (Mike) Cowles, Don Stauffer, who heads the Radio Bureau now stripped to bare bones, and the rest of the hard-working, clear-thinking fellows who are doing a job. Practically all of them, impelled only by the most praiseworthy and patriotic motives, left important executive posts in private industry to do a war job in Washington.

If the broadcasting industry, which has been battling Washington bureaucracy and political windmills since its birth, has no gripe against that portion of OWI with which it deals, we hardly see where Congress can have just complaint.

# Our Respects To –

RALPH RAYMOND BRUNTON

COAL MINES. batteries, fire boats, police patrols, subchaser transmitters — all these and more have been grist in the mill of experiences which have made Ralph R. Brunton one of the down-to-earth, practical station operators in America.

A radio veteran, Ralph has pioneered broadcasting on the Pacific Coast, moving progressively, constructively forward since the earliest days of the industry.

Born in Chicago on Nov. 27, 1891, young Ralph completed his academic education at the Armour Institute of Technology in Chicago, headed west; worked as an electrical engineer in the coal mines of New Mexico and Colorado, moved on to the transportation construction projects in the Yakima Valley. In 1917 he had just about decided to settle in San Francisco when along came World War I and he was off to France, as a private with Uncle Sam's fighting forces. Returning from his command of an auto transport corps in France, Lieutenant Brunton joined his father and brothers, Mott and Sherwood, San Frascisco distributors of the Willard Storage Battery Company, and flung himself wholeheartedly into "that wireless thing" destined to become the potent voice of radio.

One of Ralph Brunton's outstanding characteristics is avid curiosity. Beamed at wireless this urge found ample room for expression in the undeveloped, fascinating field of radio communications.

In 1922 he acquired a 10-watt transmitter—the forerunner of KJBS, which is today a nationally recognized example of efficient independent station operation.

A practical-minded visionary, he anticipated the development of radio into a means of on-the-spot communication and devised a Rube Goldberg-type of mobile unit which quickly became a familiar sight in the town. In 1925, the year of the Diamond Jubilee in San Francisco, this sturdy equipment was loaded on a truck and followed the police escort in the grand parade, broadcasting a stride-by-stride account of the event—the earliest instance of mobile shortwave radiophone transmission in the West.

Then the fire boats in San Francisco Bay attracted Ralph's attention. He saw the tremendous advantages of communication from shore to boats and harassed the city fathers and the Harbor Commission until, almost in self-defense, they permitted him to erect a 10-watt short wave trassmitter alongside the KJBS equipment. Using storage batteries for power, Ralph shortly was able to prove the practicability of radio communication in fight-

(*Continued on page 36*)

**Some National Accounts Now On W-I-T-H**

*Atlantic Refining Co.*
*Foodex*
*Ward's Bread*
*American Chicle*
*Jests*
*Medrex*
*Dr. Pierce*
*Seaboard Finance*
*Mercirex*
*Resinol*
*Stanback*
*Sunway Vitamins*
*Royal Crown Cola*
*Rem*
*Pepsi Cola*
*True Story*
*Supersuds*
*Bond Bread*
*Gold Medal Capsules*

# SIX OUT OF EVERY TEN!

A leading car dealer and service station invested some money into radio to buy used cars.

Although the time allotted to Station W-I-T-H represented only one-sixth of the total appropriation, this station accounted for

**SIX OUT OF EVERY TEN RETURNS ! ! !**

One more example proving the fact that Station W-I-T-H does a great sales job in Baltimore.

**THE PEOPLE'S VOICE IN BALTIMORE**

**On the air 24 hours a day—seven days a week**

**WITH**

**Represented Nationally by Headley-Reed**

**Tom Tinsley, *President***

## OWI Changes Staff

NEW office space for the OWI Chicago branch has been taken at 75 E. Wacker Drive, and Mrs. Lavinia Schwartz, former public service director for CBS, Chicago, has announced completion of her Chicago staff to handle network problems and station relations in Illinois, Indiana, Iowa and Wisconsin. Rod Holmgren, formerly news and special events director at KSO and KRNT, Des Moines, and until recently a news editor for the *Air Edition of the Sun*, WBBM, Chicago, has been appointed associate regional station relations chief; Mrs. Margery Treet, formerly in the public service department at CBS, Chicago, is coordinator of war programs; Mrs. Isabel Chesley, formerly in the program department at CBS, Chicago, is Mr. Holmgren's assistant.

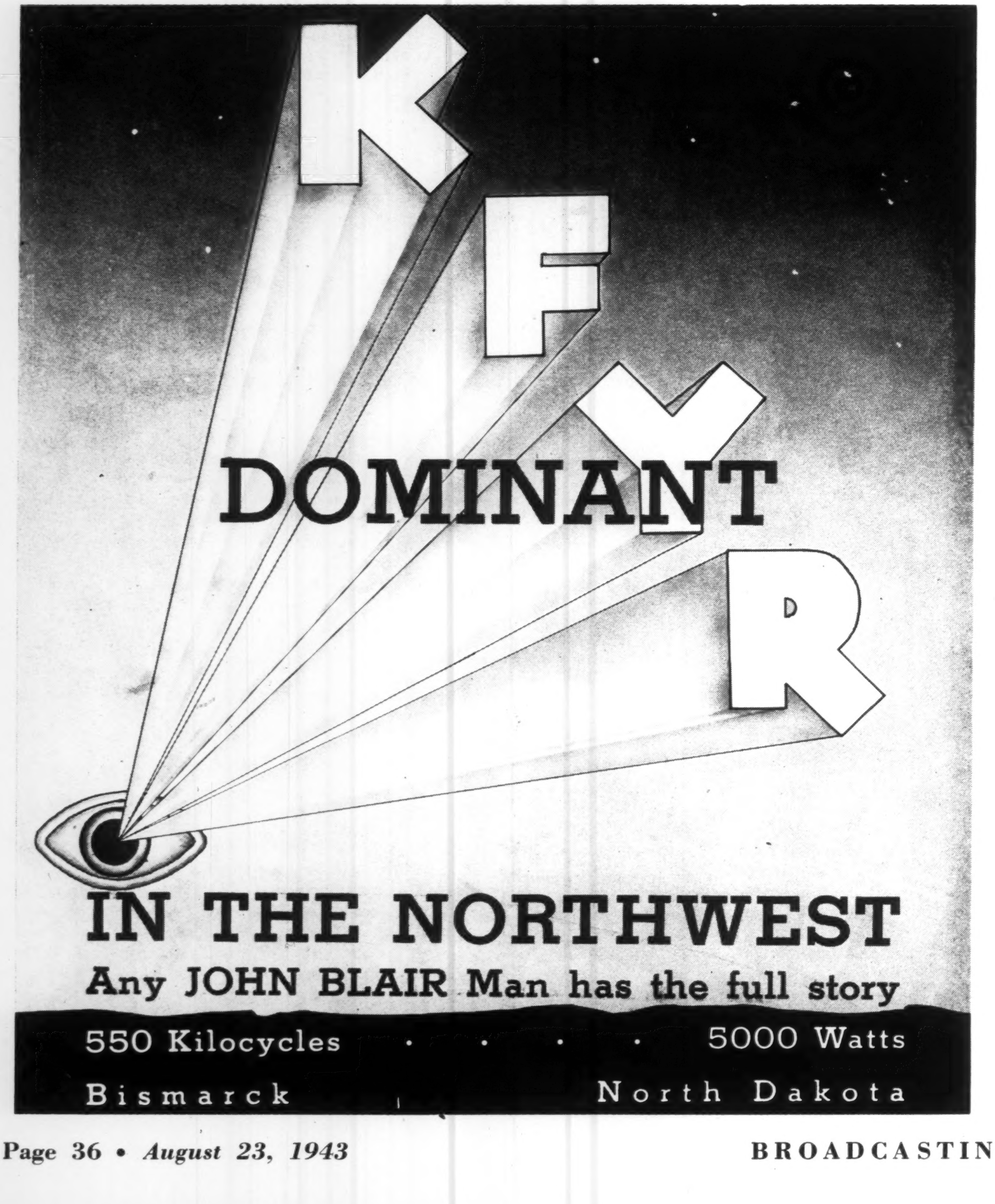
---

HUGH B. TERRY, manager of KLZ Denver, recently was m.c. at a public forum for Denver businessmen, interviewing three congressmen.

## Radio to Rescue

COOPERATION between newspaper and radio is helping solve the paper shortage in Beaumont, Texas. When the daily paper asked 5,000 volunteers to drop subscriptions, hundreds of defense workers, through a representative, declared they would if they could get an early morning newscast. Immediately KRIC arranged a 15-minute roundup of AP news at 6 a.m. that serves both day and night shift listeners.

UNITED ELECTRONICS Co., Newark, winner of the Army-Navy "E" award for outstanding production, purchased a half-hour on WOR, New York, Aug. 12 to broadcast presentation ceremonies. Government and company officials and plant employes participated in the broadcast. Agency for United Electronics Co., is A. W. Lewin Co., Newark.



DOMINANT
IN THE NORTHWEST
Any JOHN BLAIR Man has the full story
550 Kilocycles • • • • 5000 Watts
Bismarck North Dakota

## Our Respects to

*(Continued from page 34)*

ing fires in the waterfront area.

The fire boats safely set up, Ralph became intrigued with radio as a modern method of communication in the prompt apprehension of criminals. However, not even his enthusiasm convinced the authorities until he offered to make tests at his own expense. Then he was permitted to equip half a dozen police patrol cars with standard receiving sets; a direct telephone wire from the office of the Police Chief was installed at KJBS and the station broadcast his instructions to the cruising cars.

By this time Ralph was in full stride. With KJBS and, as he says, a "powerful five-watt transmitter," he introduced continuous broadcasting in an area where fervid listeners previously had to be content with intermittent operation. He inaugurated broadcasts of popular music on Sundays, a day until then rigidly set aside for church services.

Listeners tuned to KJBS in 1931 heard a spectacular first broadcast from a U. S. Navy submarine; sports fans were thrilled with "first" broadcasts of polo games. These were examples of Ralph Brunton's appreciation of the unusual, his flair for attracting and holding the public interest.

But while Brunton enjoys novelty in radio entertainment features, he is, on the other side of the ledger, a sound conservative businessman. He wrote what was possibly the first book on radio advertising, a pamphlet entitled, "Radio Advertising for Bigger Profits"; and it is interesting to note that his ideas and theories, evolved in the late 20's, have held through the swift-moving years and are today considered axiomatic.

In 1934 Ralph purchased KQW, the oldest station in California and one of the first in the United States. After nearly two decades of successful independent station operation, he got his first taste of major network broadcasting in 1942 when KQW affiliated with CBS.

To the radio industry Ralph Brunton has contributed fulsomely. In the early days when the radio boom was just starting, he foresaw the need for stability within the industry and organized the Northern California Broadcasters. Later he entered into the NAB and served five years as a director. Currently he is a member of the Labor Executive Committee.

In San Francisco, where he lives, Ralph is a director of the Better Business Bureau, the San Francisco Advertising Club, the Press Club, Rotary Club and numerous civic organizations.

He married Helen Gay on July 18, 1941; has one son, Richard, 18, by a previous marriage.

Asked about his hobbies, he says he has two—"KJBS and KQW." He denies he has mike fright and waves aside a record of 18 minutes before a microphone in a period of 18 years by saying that, like Coolidge, he "does not choose to talk."

## Wrong Number

EARLY each morning for three solid weeks the telephone of a certain lady in St. Paul, Minn., would ring and awaken her. To her sleepy "hello" a man's voice would ask, "Anything doing down in South St. Paul?" She would always reply "I don't know." This continued daily until Harry Van Lear, of KSTP St. Paul, news staff, learned he had been calling Lasalle 6041 instead of Lasalle 6401 to ask the South St. Paul police department if there was anything for the early morning newscast.

**Down on the STREET where CUSTOMERS ARE COUNTED...**

***IT'S WGN BY A LANDSLIDE . . .*** for WGN carries more retail advertising than all other 50,000 watt Chicago stations combined.

This leadership is based on WGN's marked ability to produce sales for its advertisers. Consequently national spot advertisers share the retailers' enthusiasm for WGN and keep WGN the leader among Chicago's major stations in non-network business.

**A Clear Channel Station**

CHICAGO
**50,000 WATTS**

ILLINOIS
**720 KILOCYCLES**

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. ★ PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

"HOLD THAT LINE"

*Just a line in one announcement—read once over WSPD sold out complete stock in forty-one minutes.*

No foolin'! A near riot resulted! One line added to a regularly scheduled announcement did the trick for a Toledo department store! That one line was added to advertise a shipment of alarm clocks which had arrived too late for the newspapers.

YOU KNOW THE ANSWER.—Regardless of the fact that this same department store sold 234 throw-rugs recently from two announcements, the sponsor didn't realize what this "simple little line" would do. All we can tell you in this limited space is that forty-one minutes after the store opened every alarm clock was sold.

*It's just one of those things—you keep tellin' 'em you have a million listeners but every once in a while even the best customers have to be convinced.*

**Just Ask Katz**

WSPD
TOLEDO, OHIO
5,000 WATTS
IF IT'S A FORT INDUSTRY STATION
*YOU CAN BANK ON IT*
A FORT INDUSTRY STATION

## Personal NOTES

MARK WOODS, president of the BLUE, was host last Thursday at a luncheon in honor of Edward J. Noble, new owner of that network.

WILLIAM A. ROBERTS, 15 years on the staff of KRLD Dallas, has been promoted to commercial manager. He succeeds Clyde W. Rembert, promoted to managing director.

THEODORE M. THOMPSON, executive assistant manager of NBC's guest relations department, has been named to succeed Paul Rittenhouse as manager of the department. Mr. Rittenhouse left Aug. 13 to join the armed forces.

NORMAN WEIL has joined WINX Washington as commercial manager. He was formerly with WHN New York and WPAT Paterson, N. J.

JIM PEASE, formerly of NBC and at one time advertising promotion manager of the *Chicago Evening American*, has been appointed advertising promotion manager of the *Chicago Herald-American*.

MAX M. EVERETT, former sales representative of *Better Homes & Gardens*, has been placed in charge of national spot sales of KOIL KFAB KFOR, headquartered in Omaha.

HERBERT MOORE, president of Transradio Press was convalescing last week at White Plains Hospital, White Plains, N. Y., from an operation.

PAUL J. DONIGER, formerly with Keystone Broadcasting Corp., and Young & Rubicam, New York, last week joined WOR, New York, as research assistant in the promotion department.

STOCKTON HELFFRICH, manager of the NBC continuity acceptance department, has resigned to start training with the Naval Reserve.

J. H. SWENSON, supervisor of the CBS Maintenance and Construction Dept., and R. A. Trago, assistant supervisor, have been commissioned captains in the Army and have left the network to take assignments in the **Office of Strategic Services in Washington**. Taking Mr. Swenson's position is David Davis, supervisor of the CBS Field Engineering Department. Harry Silbersdorff, a staff technician in the Field Engineering Division, has been named assistant supervisor of Maintenance and Construction. W. J. Fahey, formerly a transmitter engineer with a communication company, has joined the Maintenance and Construction Dept.

CLARENCE L. MENSER, NBC vice-president in charge of programs, left New York last week for a trip to Chicago, Hollywood and San Francisco. He will return Sept. 7.

ROLAND J. YOUNG, formerly an independent architect-engineer in Gorham, N. H., has joined the CBS construction and building operations department as manager of construction operations.

MILTON J. BAKER, former special representative in the Southeastern states for King Features Syndicate, has joined the commercial sales staff of WOL Washington.

ROBERT D. ENOCH, general manager of KTOK, Oklahoma City, has been appointed public relations chairman of District 12 of the NAB, according to William B. Way, NAB director of the district.

### Turner Joins OWI

OSCAR TURNER, program manager of NBC's Radio-Recording Division, has resigned to take a special assignment with the OWI, it was announced last week by C. Lloyd Egner, NBC vice-president in charge of the division. Norman Cloutier, conductor with NBC since 1936, has been appointed manager of NBC Thesaurus programs, continuing to be responsible for all recording copyright matters. Assuming all other duties formerly assigned to Mr. Turner that are not included in Mr. Cloutier's assignments will be Morris W. Hamilton, who will have the title of program manager of NBC Radio-Recording.

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ERNEST FELIX, chief auditor and personnel director of KFI-KECA Los Angeles, is in California Lutheran Hospital recovering from pneumonia.

KEVIN SWEENEY, sales promotion director of BLUE western division, has in addition been appointed assistant to Don E. Gilman, vice-president. Walter Lonner, traffic manager, has taken on added duties of general service manager.

W. J. (BILL) TRADER, former sales manager of KGFJ Los Angeles, and prior to that account executive of KFAC, has joined KPAS Pasadena, as account executive.

HOWARD L. TULLIS, for approximately two years account executive of KPAS Pasadena, Cal., has been appointed general manager of KWKW Pasadena. He was previously announcer salesman of KDB Santa Barbara.

HAROLD H. PATTERSON, formerly head of the South California Area of the Food Distribution Administration, has joined the BLUE sales department. He is on leave of absence from government service.

GEORGE L. MOSKOVICS, West Coast sales promotion director of CBS Hollywood, has been appointed to the public information board steering committee for Los Angeles War Chest Drive, and will coordinate radio activities of that campaign.

KENYON BROWN, general manager of KOMA Oklahoma City, is the father of a girl.

JOE WRIGHT, sales manager of WLVA Lynchburg, Va., is the father of a girl.

ROBERT KIMBALL, formerly manager of the San Francisco office of the McClatchy Broadcasting System, has joined the sales staff of KLX Oakland.

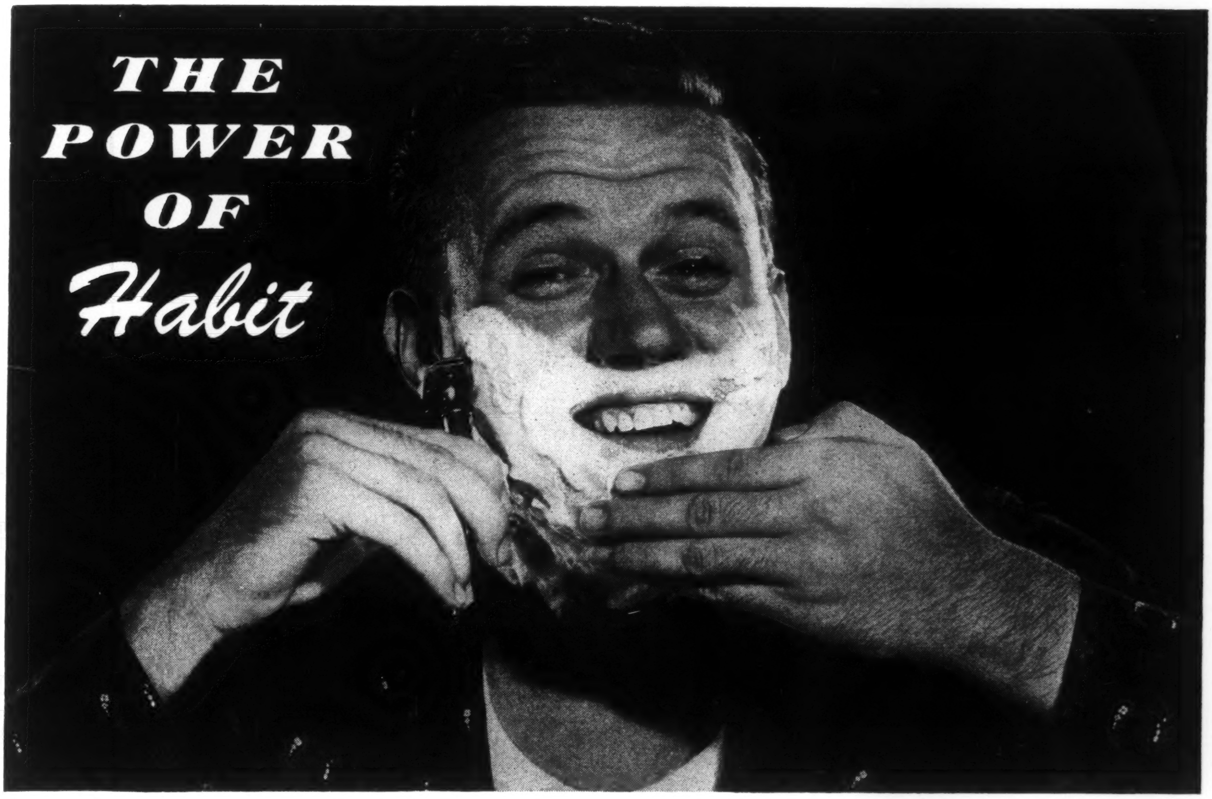
C. B. HELLER has been appointed commercial manager of WLOK Lima, Ohio, as announced Aug. 10 by Ralph Elvin, managing director of the station, one of the Ft. Industry group. Mr. Heller, formerly in the newspaper business, had been with WLOK for two years.

MAJ. EDGAR H. FELIX, formerly with the fighter control section, Office of the Chief Signal Officer, has been named officer-in-charge, radio navigation section, Aircraft Radio Branch of the Signal Corps. He was director of Radio Coverage Reports before entering the Army.

F. HUGH HERBERT, author of CBS sustaining feature, *Corliss Archer*, currently is in New York to rehearse two new companies of *Kiss and Tell*, stage-play upon which the radio serial is based.

LEON TREPANIER, manager of CHLN Three Rivers, Que., recently became the father of a girl.

MARTIN GUNTHER, business manager of WHEB Portsmouth, N. H., is the father of a son.



*Which side of your face do you shave first? You've probably never thought about it, but whichever it is, you've been doing it for years in exactly the same way.*

Just as you've become accustomed to following a certain shaving routine every morning, so too, the people of Southern New England have developed the habit of listening regularly to WTIC because, consistently for more than 18 years, WTIC has offered them what they wanted to hear. For the advertiser desiring to reach this rich and populous market, such a habit is of vital importance. It is his assurance of a constant and attentive audience for his sales message.

In addition, these people who always listen to WTIC have an effective buying income far in excess of the national average. Thus, having heard your message, they have the ability to do something about it.

• • •

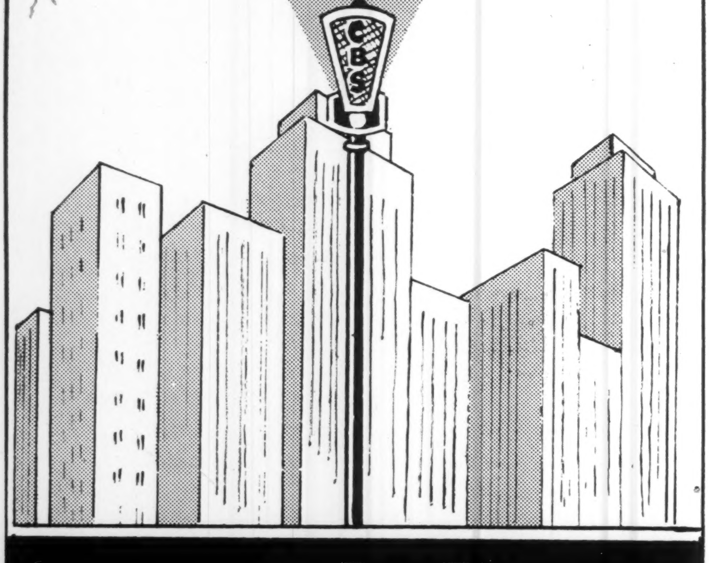
Get into the habit of using WTIC when you wish to sell Southern New England. It's a habit that will pay handsome dividends.

**IN SOUTHERN NEW ENGLAND**
**PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC**

WTIC 50,000 WATTS

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**
*The Travelers Broadcasting Service Corporation*
*Member of NBC and New England Regional Network*
Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

TELL YOUR STORY
to more than
5,000,000 PEOPLE
(Daytime Coverage)
WITH
KRLD
DALLAS, TEXAS
50,000
WATTS



KRLD
THE TIMES HERALD STATION, DALLAS
50 K.W.
The Branham Company
EXCLUSIVE REPRESENTATIVES
1080 K.C.

# BEHIND the MIKE

LT. JOHN H. GAREY, former guide on NBC's Guest Relations staff, was reported missing after his plane failed to return from a mission over Hanover, Germany, on July 26, according to a report received by his parents.

EARL WILSON, who conducts the N. Y. *Post* column, "It Happened Last Night," will start a five weekly ten-minute program with the same title on WNEW New York, Aug. 23.

LORRAINE RHODES, former assistant to Norman Warenbud, program director of WBYN Brooklyn, has been named program director. Mr. Warenbud has been placed in charge of special events.

MARIAN CARTER, director of the radio division of the BLUE *Town Hall Meeting of the Air*, has been placed in charge of production during absence of George V. Denny, moderator, now in England on a mission for the OWI.

GEORGE HAMILTON COMBS, news director of WHN New York, has been placed in charge of special events, now a division of the news department.

ED WILSON, m.c. of *M.J.B. Show* KWK St. Louis, has been broadcasting from the local hospital where he is confined by a back injury.

HAL BARTON, newscaster-announcer for KLUF Galveston, Texas, has joined WTAD Quincy, Ill., in the same capacity.

BEN MARKLAND, who conducts the WGN Chicago, program on war gardening, *Know Your Onions*, is preparing an article on dogs for the next printing of the Encyclopedia Britannica.

NATE JORDAN, announcer and head accountant of KOMO-KJR Seattle, has been inducted into the Army.

CHARLES CHAPPELL, of CKWX Vancouver, has left the station to take up residence on Vancouver Island.

POLLY HART, former secretary and general assistant to Fred Weber, general manager of Mutual, has joined the BLUE as special assistant to John H. Norton Jr., manager of the station relations department.

JERRY FRANKEN, a radio editor of the New York newspaper *PM*, is leaving this week to become an assistant field director of the American Red Cross. He will take a training course before going overseas.

VINCENT POTE, formerly head of traffic, WMCA New York, has returned to this position, having received an honorable discharge from the Army.

CARL JAMPEL will resign from the NBC press department Sept. 1 to handle special events and promotion of *Truth or Consequences*, NBC program sponsored by Procter & Gamble, Cincinnati.

VAN GEORGE PATRICK has joined WBEN Buffalo, as sports director, replacing Jim Wells, who has been called to active service in the Navy.

HELEN MARY KNOX, formerly assistant program director of WIND Gary, has joined the continuity staff of WBBM Chicago.

FRED FEIBEL, CBS organist for the past 14 years, has joined the Army.

### On the Beam

FOR HOURS he had paced the floor outside the maternity ward. Finally at 3 a.m. the nurse appeared and congratulated Louis Gluck, control engineer of WIOD Miami. She said he was the father of a boy weighing 6.10 lbs. All Gluck could say was "My Gosh! He came in on the beam!"

WIOD's frequency is 610 kc.

Victor Philip and his mother are doing nicely.

TAD DARLING, formerly of WFTL Ft. Lauderdale, and WQAM Miami, has left KMJ Fresno for training with the Marines at San Diego.

PAUL COATES, recently discharged from the service, has been appointed promotion manager of WTMJ-W55M Milwaukee.

BEN GREER, formerly of KICD Spencer, Ia., has succeeded Kirk Hammer, of KSAL Salina, Kan., called by the Army.

CLAUDE TAYLOR, program director of WLVA Lynchburg, Va., has been named production manager and chief announcer in addition to his regular duties.

JACK DAVIS has joined the staff of WAPI Birmingham. He was formerly with WLAC KGHI KRLD KTAT KLRA WJHL.

DWIGHT NEWTON, San Francisco newspaperman and biographer, has joined KPO in that city as commentator.

DAVE BANKS, formerly of WWL New Orleans, has joined the announcing staff of WGN Chicago.

MIKE FRANKOVICH, formerly sports announcer of KFAC Los Angeles, and now with Ferry Command, Palm Springs, Cal., has been promoted to captain.

JOHN FRASER, Hollywood announcer on the BLUE *Noah Webster Says*, has been commissioned an ensign in Navy and is waiting call.

DAN MORELY has joined the announcing staff of WAAT Jersey City, N. J. He was formerly night manager of WHOM Jersey City.

JIMMY POWELL and Merrill Ash have joined the announcing staff of KTAR Phoenix, Ariz. Powell was formerly with KVOA Tuscon and Ash with KWFT Wichita Falls, Texas.

BILL MOSHIER, former director of public affairs and agriculture of KIRO Seattle, has joined KOMO-KJR Seattle, as head of the research-advertising department. He continues his daily *Farm Forum* on KJR.

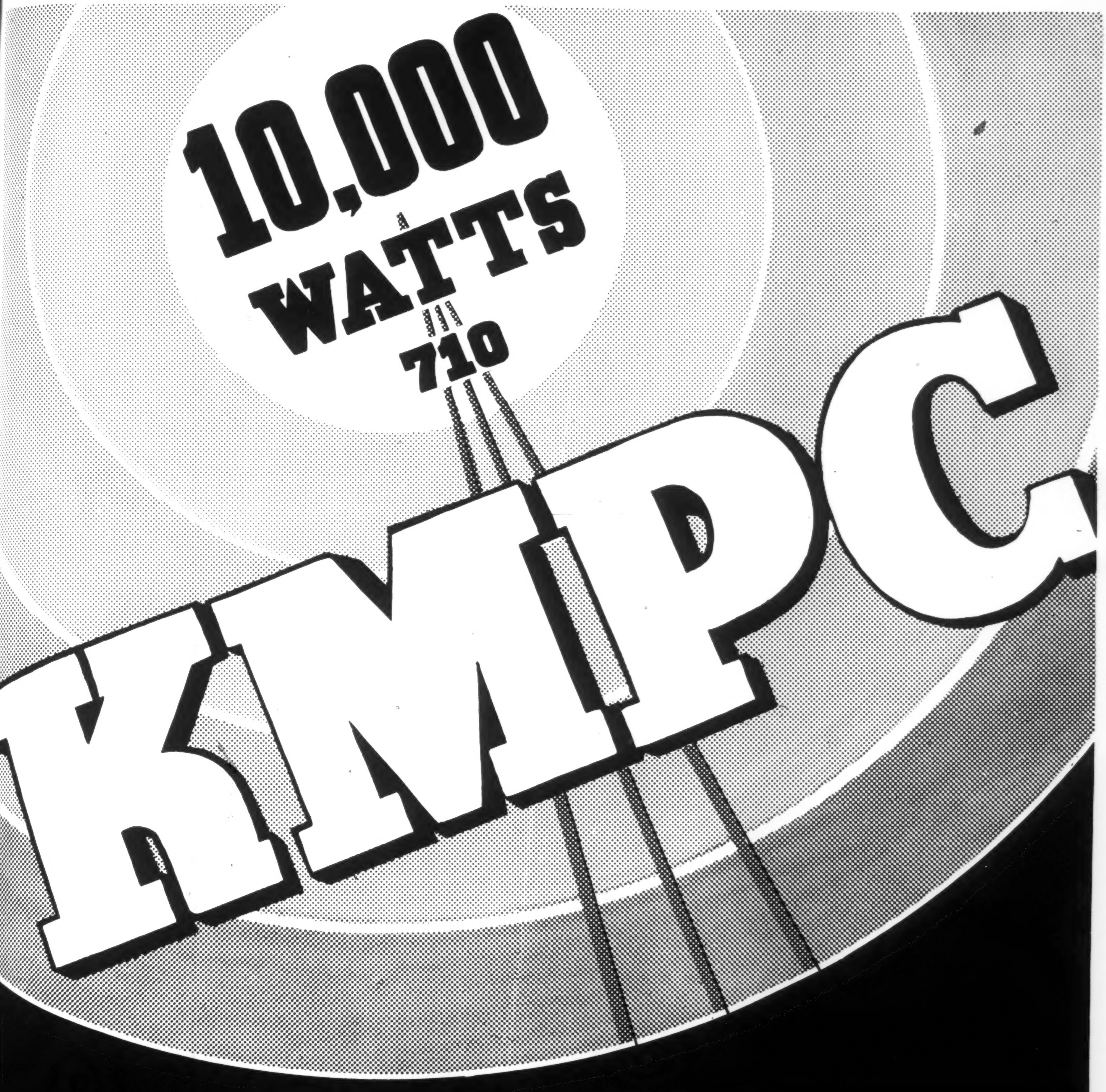
JOSE RODRIGUEZ and Sidney Sutherland, Hollywood news commentator team, have returned to the five-weekly 60-minute BLUE *Newsroom Review*, following Sutherland's recovery from a recent operation.

DON MARTIN, production manager of WFIL Philadelphia, is the father of a girl.

JOHN NEWHOUSE, announcer of WFIL Philadelphia, is the father of a boy.

LT. MONTE KLEBAN, former production manager of WOAI San Antonio, has been awarded the Air Force medal for his participation in 11 bombing missions in the New Guinea-Solomon Islands area.

SAM SMITH has left KGVO Missoula, Mont. to return to school teaching.


10,000
WATTS
710
KMPC

## SOUTHERN CALIFORNIA'S *Leading* INDEPENDENT STATION!

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

**CHARLES ARLINGTON**, Los Angeles freelance announcer, has been inducted into the Army.

**PAUL WHITEMAN**, musical director of BLUE, shifts headquarters from Hollywood to New York on Sept. 7.

**DOROTHY HIGGINS**, formerly of NBC Hollywood continuity department, has joined the Hollywood staff of Tom Fizdale Inc., national publicity service.

**EDNA FISCHER**, formerly of NBC San Francisco is composer of the swing-rhumba tune, "Jamaica", currently published by Vanguard Songs Inc., Hollywood.

**NORMAN CRAMER**, former mailboy of NBC San Francisco and member of Radio Institute conducted jointly by NBC and Stanford U., Palo Alto, Cal., is winner of the institute playwriting contest. Play titled *Woman and Child* was produced on NBC Pacific stations in mid-August.

**PETER de LIMA**, news editor of KFI Los Angeles, and John Cohee, war analyst of Los Angeles *Daily News*, have replaced John Burton, commentator, on the six-weekly quarter-hour series, *Inside the News*.

**PERCY MADDUX**, formerly of WLLH Lowell, Mass., has joined the announcing staff of KSLM Salem, Ore.

**FRED PEACH** has joined the announcing staff of WFAS White Plains, N. Y. He was formerly with WTRY WBRK WINS.

**CHARLES DAY**, WGAR Cleveland newsroom, married Miss Dorothy Hauselman in Middletown, Ohio, on Aug. 14.

**LARRY KURTZE**, formerly with the Office of the Area Engineer, Washington, D. C., has joined WBBM Chicago, as a producer.

**CHARLES J. BARRINGTON**, formerly of WORL WLAW KOB KSD, has joined the announcing staff of KMOX St. Louis.

**LABERTO CARDENAS** has joined KPAB Laredo, Tex., to handle Spanish programs.

**IRVING HOPKINS**, an assistant director in CBS' network operations department, has joined the Army.

**MORTIMER FRANKEL**, formerly writer and producer of electrical transcription programs at United Artists, has joined the CBS program writing staff.

**BILLY EARLE**, special events director, news and sports announcer of WKBO Harrisburg, Pa., has reported to the U. S. Coast Guard for active duty.

**LUD GLUSKIN**, Hollywood musical director, has been assigned to the new weekly half hour *Amos 'n' Andy* program, sponsored by Lever Bros. to start in late September on an as yet undesignated network.

**WALTER E. SCHNEIDER**, associate editor of *Editor & Publisher*, will join the NBC press department as magazine editor Sept. 1.

**LEONARD O'CONNOR**, editor of the NBC Central Division news and special events department, reports to the Army Aug. 28.

**JERRY ROBERTSON**, announcer of WAAT Newark, N. J., joins WPEN Philadelphia, Aug. 23. He succeeds Ted Holmes, resigned.

**HENRY T. MURDOCK**, director of public relations of WCAU Philadelphia, leaves Sept. 6 to become motion picture and dramatic editor of the *Chicago Sun*.

**LT. COM. WILLIAM STRANGE**, radio liaison officer of the Royal Canadian Navy, has returned to Ottawa after extended sea duty.

**EFFECT OF MUSIC** in industry was studied recently at a meeting of RCA Victor specialists. Consensus of the conference, which took place at RCA's Camden plant, was that musical programs for workers must be scientifically planned to obtain the maximum benefit. Participating were (l to r): Alfreda Guy, RCA Montreal; Elizabeth Taylor, Camden; Jean Williams, Indianapolis; Muriel Cunningham, Camden; Ruth Kreizer, Harrison, N. J.; Barbara Benson, Camden; and Harriet Hatch, Harrison, N. J. Back row, Robert Smith, Lancaster, Pa.; K. R. Hollister, sound system engineer, Camden; Jay Clancey, Camden; D. J. Finn, sales manager industrial sound division; Dr. W. A. Kerr, psychologist of personnel planning and research; George R. Ewald, sound products; Don Halpin, industrial sales, all stationed at the RCA Camden plant.

## One Union's Enough

DECISION against AFRA was rendered last week by three members of the American Arbitration Assn. in a case btwen AFRA and AFM regarding the status of Jack Fulton, singer and instrumentalist. Raymond F. Hayes, Chicago attorney, Jeremiah J. Buckley, professor of law, DePaul University, Chicago, and Msgr. R. H. Hillenbrand, Chicago priest, in their decision stated that Fulton's singing was incidental to his employment as a musician, and as such need only be a member of the musician's union.

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**WILSON EDWARDS** has been assigned newscaster on the twice-weekly quarter-hour news program, sponsored by J. A. Folger & Co. (coffee) on 36 Don Lee-Mutual West Coast stations starting Aug. 17.

**ANDY McDERMOTT**, radio liaison officer of the Royal Canadian Air Force, has been promoted from flying officer to flight lieutenant.

## Camp Radio Aide

PARKER GIBBS, of NBC Chicago, is guest director at the National Music Camp, Interlochen, Mich., in the camp's radio workshop. More than 50 students are enrolled for the workshop course including elementary instruction in script-writing, program preparation and actual production of four weekly broadcasts from Interlochen on WKAR East Lansing, and WTCM Traverse City. O. J. Neuwerth, CBS Chicago, Ernest Ricca, WWJ Detroit, and William D. Botwell editor-in-chief, U. S. Office of Education, Washington, have served each two weeks as guest directors.

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NEW United Nations dramatic series, *Passport for Adams*, written, produced and directed in its initial broadcast by Norman Corwin, started Aug. 17 on CBS stations, Tuesday, 10-10:30 p.m. (EWT). Robert Young, film actor, is featured. After first three broadcasts Corwin returns to his New York headquarters and series will be handled by Ranald MacDougall.

AD MEN!
WANT TO ENTER A CONTEST?
Help us actually put the KFEL call letters to work in the War Effort—
Use them in a 4-Word Slogan.
$100 WAR BOND
FOR THE SLOGAN WE LIKE BEST
$50 AND $25 BONDS
For the Two Next Best
NO RULES! Just write it on anything and mail to
GENE O'FALLON—KFEL, DENVER
A contest must close sometime—let's make it September 15

KEEP FREEDOM EVER LASTING
BUY WAR BONDS

## NEW RELAY SYSTEM IN WESTERN CANADA

THREE NEW Relay Transmitters known as the Cariboo Network, were opened Aug. 13 by Canadian Broadcasting Corp. in British Columbia, with CBC general manager Dr. James S. Thomson on the inaugural program. The transmitters are CBRL, Williams Lake; CBRQ, Quesnel; and CBRG, Prince George, all three being on the Fraser River in mountainous territory not served by other broadcasting stations. British Columbia is the first province to try this new coverage technique, and with the new installations will have perhaps the best coverage of any part of Canada, it is claimed. The CBC has six other relay transmitters operating in the southern section of the province, and another is located at the other end of the Dominion CBA at Edmondston, N.B.

The transmitters are licensed for an output of 20 w, one-third of their capacity. They are built as self-contained units, with each section of the transmitter easily replaced as a unit in case of breakdown. The transmitters were built in Vancouver by CBC engineers under Norman Olding, regional engineer, F.B.C. Hilton, chief operator. They operate unattended. While the normal range of a 20 watt transmitter is about 15 miles, these transmitters carry considerably farther because of their location in telegraph offices, the radio impulses being carried along the telegraph lines far outside their normal range.

### Lever Resumes

LEVER BROS., Cambridge, Mass. (Swan soap), following a summer hiatus, on Aug. 31 resumes the weekly 30-minute *Burns & Allen Show* on approximately 118 CBS stations, Tuesday, 9-9:30 p.m. (EWT). Besides George Burns and Gracie Allen, continuing in talent line-up are Jimmy Cash, vocalist; Elvia Allman, Clarence Nash, Hans Conreid and Mel Blanc, comedians. Felix Mills has been signed as musical director. He replaces Paul Whiteman, now BLUE musical director. Bill Goodwin has been resigned as announcer-comedy stooge. Writers include William Burns, Keith Fowler, Frank Galen, Paul Henning. Carroll O'Meara is Hollywood producer of Young & Rubicam, agency servicing the soap account.

### Dr. Rosenthal Named

DR. A. H. ROSENTHAL, electronic engineer previously connected with Scophony Ltd. of London, has been appointed director of research and development of Scophony Corp. of America under a three-year contract, Arthur Levey, president, announced last week. Company intends to manufacture television projection receivers for use in homes, schools and theatres as soon as the war is over, utilizing processes developed in England.

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FRITZ BLOCKI, formerly with Kenyon & Eckhardt, and with Benton & Bowles, as writer and producer, has joined J. Walter Thompson Co. as writer-director. Mr. Blocki will write for the new RCA program, *What's New*, starting on the BLUE Sept. 4.

### Edward T. Sandell

EDWARD THOMAS SANDELL, 74, owner of CKTB, St. Catherines, Ont., and former director of the Canadian Assn. of Broadcasters, died suddenly in St. Catherines, Ont., Aug. 15. Born at Niagara-on-the-Lake, Ont., he was for 18 years a member of the Toronto Police department, then entered the liquor business. In 1927 he purchased the Taylor & Bates brewery in St. Catherines, Ont., and station CKTB, the Silver Spire radio station, one of the assets of the brewing company. He was active in the management of the station and in the affairs of Canadian private broadcasters. He was a widely-known sportsman, an ardent golfer and supporter of hockey, lacrosse and baseball teams, playing a prominent part in the athletic life of the Niagara Peninsula.

### Carl M. Snyder

CARL M. SNYDER, 48, assistant manager of the Appliance & Merchandise Department of General Electric Co., died Aug. 14 in the New Haven Hospital after an illness of several months. With G-E since 1930, Mr. Snyder was the prime mover in the trend towards complete electric kitchens as well as a pioneer in the ensemble selling of equipment for completely electrified homes. He was in charge of sales and sales activities for the full line of G-E appliances throughout the country. A wife and two children survive.

### Reginald R. Gaisford

REGINALD CHARLES GAISFORD, director and general manager of Vickers & Benson, advertising agency of Toronto and Montreal, died at Montreal August 14. In addition to the advertising field he was well known in Canadian sporting circles, having been a football player on the famous Ottawa Rough Riders team in his younger days.

### Albert Moss

ALBERT MOSS, 61, executive vice-president of the Standard Rate & Data Service, New York advertising service agency, died Aug. 15 in French Hospital, New York. Formerly associated with Wilson & Co., Chicago, Mr. Moss came to New York in 1920 as general manager of Standard Rate & Data's New York office.

### Back to Theatre

THE WLS, Chicago, *National Barn Dance* moves back to Chicago's Eighth St. Theatre, Sept. 11, after originating its broadcasts since Sept. 5, 1942, from Chicago's Civic Theatre. The Army Air Force Technical Training Command took possession of the Eighth St. Theatre last year to hold various entertainments for the men training at its school in the Stevens Hotel. Both the hotel and the theatre are now evacuated by the AFTTC.

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GRACIE FIELDS, now entertaining the armed forces in England, will go to North Africa to perform for British and American troops she announced during a recent shortwave program carried on Mutual. The comedienne returns to this country to start a program on Mutual for Pall Mall Cigarettes, Oct. 11.

**The Service Airea of**

**WIS**

**(5000 Watts • 560 KC • NBC)**

**at Columbia, S.C.**

**gives you**

**MORE RADIO HOMES**

**than**

**LOUISVILLE** (127,000 against 79,000)

or

**ATLANTA** (127,000 against 63,000)

or

**MEMPHIS** (127,000 against 61,000)

or

**BIRMINGHAM** (127,000 against 58,000)

or

**RICHMOND** (127,000 against 45,000)

or

**NEW ORLEANS** (127,000 against 103,000)

**—or than Rochester** (88,000)

**or Denver** (91,000),

**so far as that's concerned!**

**GET ALL THE FACTS! WRITE WIS OR ASK**

**FREE & PETERS, INC.**

*Exclusive National Representatives*

# THE *Business* OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*ne—news programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WLS Chicago

Kenton Pharmacal Co., Covington, Ky. (Histeen Tablets), 45 *sa*, thru Roche, Williams & Cunnyngham, Chicago.

Foster-Milburn Co., Buffalo (Doan's Pills), 7 *sa* weekly, 52 weeks, thru Spot Broadcasting, N. Y.

Studebaker Corp., South Bend, Ind. (automotive), 3 *sa* weekly, 4 weeks, thru Roche, Williams & Cunnyngham, Chicago.

Fred W. Amend Co., Danville, Ill. (Chuckle candies), 3 *sa* weekly, 52 weeks, thru George H. Hartman Agency, Chicago.

Cooley's Cupboards, Evanston, Ill. (restaurant), 5 *sa* weekly, 2 weeks, thru E. H. Brown Adv. Agency, Chicago.

Oscar Mayer & Co., Chicago (meat products), 5 *sa* weekly, 8 weeks, thru Mitchell-Faust Adv. Co., Chicago.

Radio Corp. of America, New York, 6 *sa* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.

Foster-Milburn Co., Buffalo (Icemint), 3 *sa* weekly, 52 weeks, thru Spot Broadcasting, N. Y.

### WBBM Chicago

Vick Chemical Co., New York (Vaporub), 5 *sp* weekly, 26 weeks, thru Morse International, N. Y.

MacFadden Publications, New York (*True Story*), 3 *ta*, thru Raymond Spector Co., N. Y.

Musterole Co., Cleveland, 6 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

Washington Park Jockey Club, Homewood, Ill., 8 *sa* weekly, 5 weeks, thru Al Paul Lefton Co., Chicago.

United Artists Corp., New York (*Stage Door Canteen*), 1 *st* weekly, 7 weeks, direct.

### KYW Philadelphia

Beacon Chemical Corp., Philadelphia (Zero cleaning fluid), 3 *sa* weekly, for 13 weeks, thru James G. Lamb, Philadelphia.

General Electric Co., Cleveland (lamps), 5 *sa* weekly, for 52 weeks, thru BBDO, N. Y.

United Artists Corp., New York (*Victory Thru Air Power*), 9 *sa*, for one week, thru Foote, Cone & Belding, N. Y.

### KFI Los Angeles

Thrifty Drug Co., Los Angeles (Southern California chain), 6 *sa* weekly, 52 wks. thru Hillman-Shane-Breyer Inc., Los Angeles.

National Biscuit Co., San Francisco (Shreddies), 3 *ta* weekly, 6 wks, thru Botsford, Constantine & Gardner, Los Angeles.

Colgate-Palmolive-Peet Co., Jersey City (granulated Peet soap), 4 *ta* weekly, 26 wks, thru Leon Livinston Adv., San Francisco.

Rosefield Packing Co., Alameda, Cal. (peanut butter), weekly *sp*, 65 wks, thru Garfield & Guild Adv., San Francisco.

Beech-Nut Packing Co., Canajoharie, New York (chewing gum), weekly *sa*, 52 wks, thru Newell-Emmett Co., N. Y.

### WHN New York

Times Square Motors, New York, *sa*, 13 weeks. thru Oscar Kronenberg, Brooklyn, N. Y.

S. A. Schonbrunn Co., New York (coffee), *sa*, 4 weeks, thru Ruthrauff & Ryan, N. Y.

Empire Gold Buying Service, New York, *sa*, 10 weeks, thru Harry Oppenheimer, N. Y.

RCA, New York, *ta*, 52 weeks, thru Ruthrauff & Ryan, N. Y.

### WMAQ Chicago

Atlantic Brewing Co., Chicago (Tavern Pale Beer), 3 *sp* weekly, 13 weeks, thru Weiss & Geller, Chicago.

Weiler Foods, Chicago (Weiler Soup), 2 *sp* weekly, 52 weeks, direct.

General Electric Co., Cleveland (Lamp Div.), 364 *sa*, thru BBDO, N. Y.

Balaban & Katz Corp., Chicago (*Stage Door Canteen*), 3 *sa*, thru M. M. Fisher Co., Chicago.

RCA, Camden, 6 *ta*, thru Ruthrauff & Ryan, N. Y.

### KNX Hollywood

McMahan Furniture Co., Santa Monica. Cal., (chain store), 5 *t* weeklv, 52 wks, thru M-C-M Adv., Santa Monica.

Brownstein-Louis Co., Los Angeles (Hendan shirts), 2 *ta* weeklv. 52 wks, thru The Mavers Co., Los Angeles.

Day & Night Water Heater Co., Monrovia, Cal. (institutional), 2 *sa* weekly. 52 wks, thru Hixson-O'Donnell Adv., Los Angeles.

### WOV New York

Kerr's Butterscotch, Jamesburg, N. J., 78 *sp*, thru Tracy-Locke-Dawson, Inc., N.Y.

The Southern Cotton Oil Co., New Orleans, 117 *sp*, thru Tracy-Locke-Dawson, Inc., Dallas.

Paramount Pictures, Inc., New York, 6 *sa*, thru Buchanan & Co., Inc., N. Y.

Warner Bros. Pictures, Inc., New York, 5 *sa*, thru Foote, Cone and Belding, N. Y.

### WOR New York

Graham Co., New York (Redbow Beans, Lentils, etc.), 5 *sa* weekly, 26 weeks, thru Commercial Radio Service Adv. Agency, N. Y.

Virginia Dare Extract Co., Brooklyn (Virginia Dare Flavoring Products), 5 *sa* weekly, 13 weeks, thru Scheck Adv. Agency, Newark.

Gotham Silk Hosiery Co., New York, 3 *sa* weeklv, 52 weeks, placed direct.

Axton-Fisher Tobacco Co., Louisville (Fleetwood cigarettes), weekly *ne*, 13 weeks, thru McCann-Erickson, N. Y.

General Electric Co., Cleveland (Incandescent Lamp Division—Mazda lamps), 5 *sa* weekly, 52 weeks, thru BBDO, Cleveland.

C. Mattelage Sales, New York (You-All French Salad Dressing), 5 *sa* weekly, 30 weeks, thru St. George & Keyes, N. Y.

Glidden Co., Cleveland (Spred Paint), 6 *sa* weekly, 13 weeks, thru Meldrum & Fewsmith, Cleveland.

### WOAI San Antonio

Beich Candy Co., Bloomington, Ill. (Whiz candy bars), two *ta* per wk for 13 wks (renewal) thru Arthur Meyerhoff & Co., Chicago.

Colgate-Palmolive-Peet, New York City (Palmolive), 12 *ta* per wk for indefinite period thru Ted Bates Inc., N. Y.

Colgate-Palmolive-Peet, New York City (Super Suds), 12 *ta* per wk for indefinite period thru Wm. Esty & Co., N. Y.

Purina Mills, St. Louis (Purina Products), three *sp* per wk thru Gardner Adv. Co., St. Louis.

McCormick Sales, Baltimore (Bee-Brand Insecticide), 10 *ta* per wk for six wks (renewal) thru Jones & Brakeley, N. Y.

### KECA Los Angeles

California Bank, Los Angeles (investments), 6 *ta* weekly, 9 wks, thru The Mayers Co., Los Angeles.

Thrifty Drug Co., Los Angeles (Southern California chain), weekly *sa*, 52 wks, thru Hillman-Shane-Breyer Inc., Los Angeles.

RCA Manufacturing Co., New York (radios), 9 *sa* weekly, 8 wks, thru Ruthrauff & Ryan Inc., N. Y.

RCA Manufacturing Co., New York (radios), 4 *ta* weekly, 10 wks, thru Ruthrauff & Ryan Inc., N. Y.

### WLW Cincinnati

DePree Co., Holland, Mich. (Wheatmin Bran Tablets), 6 *ne*, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.

Mentholatum Co., Wilmington, Del. (Mentholatum) 5 *t* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

Planters Nut & Chocolate Co., Wilkes-Barre, Pa., 3 *t*, 2 *t*, 52 weeks, thru Goodkind, Joice & Morgan, Chicago.

## *BLUE SALES RISING AS YEAR ADVANCES*

THE BLUE's sales curve will shoot upward during the second half of the year, according to a statement last week by the network's research manager, Edward F. Evans, in reporting to Fred Thrower, vice-president in charge of sales, on the BLUE's progress in 1943.

With ten additional programs signed for July, August and September, and six programs resuming in the fall after a summer hiatus, the latter half of this year is expected to better the record for the first six months of 1943, when nine of the network's 36 sponsored programs were newcomers.

Total number of evening commercial quarter-hours in July of this year is 68 as compared to 39 for the same month in 1942, the report continues. Average number of stations per evening commercial quarter-hour during the past month was 94 as against 76 a year ago, an increase of 24%. Accompanying chart shows the increase in total sponsored station hours, month by month, for the first eight months of the year as compared with 1942. Increase for August is 227% over last year.

## Winchell Tops 'First 15' In July Hooper Ratings

WALTER WINCHELL heads the list of the "First 15" in the July 30 Hooper "National" Program Ratings Report. *Take It or Leave It* has moved into second place. *Mr. District Attorney* and Kay Kyser rank third and fourth respectively. The remainder of the list follows: *Your Hit Parade*, *Screen Guild Players*, Durante-Moore-Cugat, Joan Davis — Jack Haley, *Can You Top This*, Bing Crosby, *Ginny Simms Show*, *Blondie*, Jimmy Fidler, *Tommy Riggs and Betty Lou*, and *Ellery Queen*.

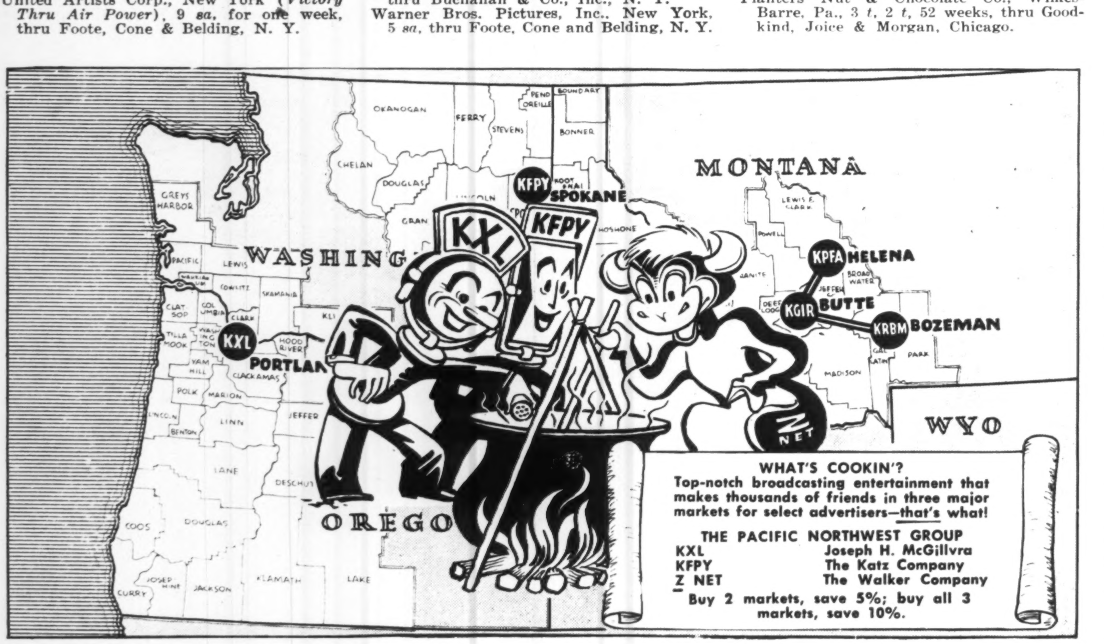
The second half-hour of the Kay Kyser program leads the programs heard after 10:30 p.m. and not measured in the Eastern Time Zone.

## Dell Cancels

DELL PUBLISHING Co., New York, has cancelled the half-hour program featuring Hollywood screen stars, scheduled to start on the BLUE Aug. 13 for *Modern Screen Magazine*. Program first ran into difficulties through the invocation of "Rule 15" of the American Federation of Radio Artists [BROADCASTING July 19, p. 62], but these were said to have been straightened out, and the series finally abandoned because of programming problems and complications in securing talent. Plan for a radio show has not been completely discarded however. Agency is Lennen & Mitchell, New York.

### Hold C. of C. Posts

VIRGIL L. SCHMIDT, commercial department of WCHS Charleston, W. Va., has been named president of the Charleston Junior Chamber of Commerce. Odes Robinson, chief engineer, has been named state director of the organization. Six of the staff members of WCHS are charter members in the Charleston Junior Chamber of Commerce.



WHAT'S COOKIN'?
Top-notch broadcasting entertainment that makes thousands of friends in three major markets for select advertisers—that's what!

THE PACIFIC NORTHWEST GROUP
KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company
Buy 2 markets, save 5%; buy all 3 markets, save 10%.

# Radio Advertisers

**HYDE PARK BREWING Co.**, St. Louis (Hyde Park Beer), on Oct. 4 starts a 26-week campaign in 10 Illinois and Missouri markets with a quarter-hour dramatic transcribed series titled *So The Story Goes*, featuring Johnny Nablett and produced by Nablett Radio Productions, Chicago. Agency is Young & Rubicam, Chicago.

**CHILD TALENT** program on WOV New York, has been purchased by Fair Merchandise Products Corp., New York, to promote Kas-Cola, a new beverage produced by Poppy Cereal Corp., Alamonte, Cal., and Butr-Oh, an imitation butter flavoring produced by Huzzah Corp. of America, Chicago. Program started Aug. 14, and represents the first test in the Eastern area for both products. Spot radio has been used on West Coast for Kas-Cola. Contract is for 52 weeks. Account was placed through Joseph A. Demane, New York.

**CAMPBELL CEREAL Co.**, Minneapolis (Malt-O-Meal), through Russel M. Seeds Co., Chicago, on Sept. 12 starts sponsoring for 26 weeks *Ten O'Clock Wire* on 4 CBS California stations, Sun., Mon., Thurs., 10-10:15 p.m. (PWT). Grove Labs., St. Louis, intensifying its radio campaign for A, B and D vitamins, B complex and Grove's cold tablets, on Sept. 14 starts sponsoring the newscast on same list of CBS California stations, Tues., Wed., Fri. Contract also 26 weeks, through H. W. Kastor & Sons, Chicago. Grove's in addition on Sept. 6 starts sponsoring for 26 weeks a total of 13 quarter hours weekly on KNX Hollywood. Agency is Russel M. Seeds Co., Chicago.

**CONSUMERS ELECTRIC APPLIANCE Corp.**, Toronto, on Aug. 25 starts *Life of Winston Churchill* thrice weekly on CKCL Toronto. Account placed by Frontenac Broadcasting Co., Toronto.

**NATIONAL FUR Co.**, Toronto (fur coats) has started co-operative spot announcements on a number of Canadian stations. Account placed by R. C. Smith & Son Ltd., Toronto.

**MILES LABS.**, Toronto (Vitamin tablets), has started a French version of its English drug store interview show *Did I Say That* on CKAC Montreal. Account placed by Cockfield Brown & Co. Ltd., Toronto.

**A. S. BOYLE Co.**, Los Angeles (Aspertane), on Aug. 15 started for 52 weeks using nightly spot announcements on KGO San Francisco. Firm also uses weekly spots on KNX Hollywood, with a schedule on KOMO Seattle. Agency is Brisacher, Davis & Van Norden, Los Angeles.

## Slogan Contest

KFEL Denver is sponsoring a contest for ad men which aims to put KFEL call letters to work by using them in a four-word slogan such as "Keep Freedom Ever Lasting". Prizes offered are $100, $50, and $25 war bonds for the three best slogans. There are no rules in this contest which closes Sept. 15.

**ACME BREWERS**, San Francisco (Peerless Baker's Yeast), has started sponsorship of Carroll Hansen's newscast seven nights weekly on KQW San Francisco. Account placed by Brisacher, Davis & Van Norden, San Francisco.

**GORDON BREAD Co.**, Los Angeles, in a 20-week campaign which started Aug. 17 is currently using two transcribed 15 and 30 second humorous announcements daily on KHJ KECA KMPC KFAC, with five per day on KFVD. Agency is The Mayers Co., Los Angeles.

**CHRYSLER BLDG. Corp.**, New York, recently renewed a series of announcements on WHOM Jersey City, N. J., after six months of advertising on that station to recruit foreign help to fill maid and porter vacancies in the building's maintenance staff. Account placed direct.

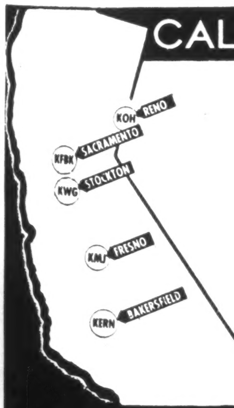
**GENERAL TIRE & RUBBER Co.**, Akron, which became owner of the Yankee Network earlier in the year, has started a half-hour weekly program on that network, titled *Thanks to America*. Stories of the American home front are reenacted each week, with guest stars participating. Series, which is largely institutional, is in the Sunday 5:30-6 p.m. period. Agency is D'Arcy Adv., New York.

**KELLY KAR Co.**, Los Angeles (used cars), is sponsoring a seven weekly 60 minute midnight program of recorded music on KNX Hollywood, for 52 weeks. Coast Western Adv., Los Angeles, has the account.

**BROWNSTEIN-LOUIS Co.**, Los Angeles (Hendan Shirts), new to radio, on Sept. 4 starts two transcribed announcements weekly for 52 wks on KNX Hollywood, contracted through The Mayers Co., Los Angeles.

**H. C. CAPWELL Co.**, Oakland, Cal. (department store), now eliminates all commercials from its daily quarter hour *Hi-Lits With Barbara Lee* on KROW. Programs are devoted to interviews with armed services representatives or others who have messages for the public concerning some phase of defense industry.

CALIFORNIA COVERAGE



COMING SOON

Watch these pages for an announcement about the . . .

BEELINE

There'll be *news*, important to every buyer of radio time.

McCLATCHY BROADCASTING COMPANY

B. H. LEVY'S

"FUNNY MONEY MAN"

BATS 1.000!!

WTOC'S
OL' COLONEL SAYS:
4 OUT OF 4
IS A DARN GOOD SCORE!
•
TAKE A SECOND AND READ SOME MORE

It's "Amoosin'" (pardon, Lil Abner) how spectacularly the "Funny Money Man" has claimed the ears (an interest) of our vast audiences.

He first hit the WTOC microphones Monday, August 2nd. (10:45 AM) with a very wacky series afore him, offering on each broadcast good cash money (legal eagle) for such drivel as mop strands, moth balls, old keys, perfumed envelopes, and other etcs. Listeners by the thousands have registered at B. H. Levy's (show angel), becoming members of this unique club.

Four names are called on each broadcast, and to each person whose name is called a certain cash amount is given if that person mails in to the "Funny Money Man" the wacky article called for.

On Monday (the first broadcast) four names were called and four sent in the articles requested. That's MAJOR LEAGUE SCORING, picking four names at random from a list of thousands of registrations and hitting all four on a premiere broadcast.

Of course the series of pre-program publicity announcements were instrumental in packing 'em in for the first broadcast—which only proves that when WTOC invites 'em to listen THEY LISTEN!!

★ ★ ★

*The "Funny Money Man" is a copyrighted feature of Allen Funt Radio Productions*
52 Vanderbilt Ave. - New York City

★ ★ ★

WTOC SAVANNAH GEORGIA

# Agencies

**STUART SHERMAN**, president of Sherman & Marquette, Chicago and New York, last week received a Certificate of Gratitude from the Navy for his agency's work in preparing advertisements, radio announcements and general promotion of the drive to recruit Waves and Spars.

**JOSEPH I. PALISTRANT**, formerly of Frederick Stearns & Co., Detroit, manufacturing chemists, has been appointed director of the drug and cosmetic merchandising department of Blackett-Sample-Hummert, New York.

**WILLIAM H. KEARNS**, vice-president of Ted Bates Inc., New York, has been granted a leave of absence to join the Navy, with the rank of Lieutenant (j.g.).

**EUNICE POWELL**, formerly of the Cleveland office of McCann-Erickson, has joined the media department of Benton & Bowles, New York, as a space buyer.

**PHIL WELTMAN**, radio department of B. William Morris, talent agency, has been inducted into the army.

**S. HEAGAN BAYLES**, vice-president and radio director of Ruthrauff & Ryan, has returned to New York from Hollywood.

**HUBBELL ROBINSON**, assistant director of radio for Young & Rubicam, has shifted headquarters from New York to Hollywood for the next few months.

**WILLIAM FRIETSCH Jr.**, has been promoted to director of research and media of Ralph H. Jones Co., Cincinnati and New York agency. He formerly was service manager for Dun & Bradstreet.

NBC BASIC STATION IN THE "LAND OF PLENTY"

5000 WATTS DAY & NIGHT

WDEL

1150 KC

WILMINGTON, DELAWARE

Sales Representative

PAUL H. RAYMER

## Associated Store Group Cited on Price Charge

ASSOCIATED MERCHANDISING Corp., New York, and its 21 members which operate department stores throughout the country are charged by the Federal Trade Commission with inducing manufacturers, producers and suppliers to discriminate in price in their favor by selling them goods of like grade and quality at lower prices or higher discounts than those given competing stores. Respondent members of Associated are:

Abraham & Straus, Brooklyn; L. S. Ayres & Co., Indianapolis; Bloomingdale Bros., New York; Herzfeld-Phillipson Co., Milwaukee; Bullock's Inc., Los Angeles; Burdine's Inc., Miami, Fla.; The Dayton Co., Minneapolis; Emporium-Capwell Co., San Francisco and Oakland; Wm. Filene's Sons Co., Boston; B. Forman Co., Rochester, N. Y.; Joseph Horne Co., Pittsburgh; J L. Hudson Co., Detroit; Hutzler Brothers Co., Baltimore; F. & R. Lazarus & Co., Columbus, Ohio; Rike-Kumler Co., Dayton, Ohio; John Shillito Co., Cincinnati; Stix, Baer & Fuller Co., St. Louis; Strawbridge & Clothier, Philadelphia; Wm. Taylor Son & Co., Cleveland; Thalhimer Brothers, Inc., Richmond, Va.; and R. H. White Co., Boston.

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**STANLEY RESOR**, president of J. Walter Thompson Co., New York, will arrive in Hollywood on Sept. 11 to discuss fall radio programming.

**GEORGE GRUSKIN**, radio representative of William Morris Agency, Beverly Hills, Cal., talent service, is soon to join the Army.

**KENNETH R. McMATH**, formerly in the copy department of Blackett-Sample-Hummert, has joined Duane Jones Co., New York, as a member of the plan board.

**JAMES THOMAS CHURURG** Co., Boston, has opened a New York branch at 342 Madison Ave. No radio accounts will be handled at the New York office, however. G. A. Frye, formerly account executive in the Boston branch, has been placed in charge of the new branch.

**JAMES J. LEWIS**, formerly eastern division manager of the Great Atlantic & Pacific Tea Co., has been appointed assistant merchandising manager of the American Institute of Food Products, New York. Institute conducts a food and home forum on WOR New York, with various food companies as sponsors.

**BEN SOLOMON**, partner in the Charles Silver Adv. agency, Chicago, is the father of a girl.

**A. NEVILLE** has joined the copy staff of Gary & Rogers, Philadelphia agency.

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

**RENEWAL OF 52-WEEK contract of commentator Upton Close for the Lumbermen's Mutual Casualty Co., Chicago, on the Mutual network beginning Aug. 28, is discussed in Chicago by: (standing, l to r) Frank Ferrin, radio director of the Leo Burnett Adv. Agency, Chicago, which handles the account, and Ed Woods, MBS sales manager; and (seated, l to r), Harry Dragoo, Lumbermen's advertising manager, and Burke Herrick, Burnett account executive.**

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**FRANK NEWTON**, copy chief of Grant Adv., New York, has left that agency to join the copy staff of Biow Inc., New York.

**MICHAEL F. ELLIS Jr.**, account executive of Ellis Adv. Co., Buffalo, N. Y., has enlisted in the Army signal corps.

**FRANK BULL**, partner of Smith & Bull Adv., Los Angeles, currently is on 30-day national tour to confer with executives of National Funding Corp.

**ROBERT M. HIXSON**, executive of Hixson-O'Donnell Adv., has returned to his Los Angeles headquarters following Chicago conferences.

**BLACKETT - SAMPLE - HUMMERT** Inc., has established West Coast offices at 1680 N. Vine St., Hollywood. Telephone is Hempstead 0716. James West is manager.

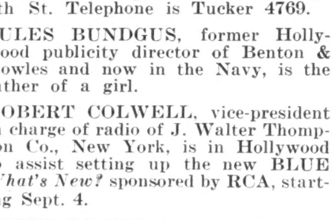
**GERTH-PACIFIC** Adv., Los Angeles, has moved to larger offices at 219 West 7th St. Telephone is Tucker 4769.

**JULES BUNDGUS**, former Hollywood publicity director of Benton & Bowles and now in the Navy, is the father of a girl.

**ROBERT COLWELL**, vice-president in charge of radio of J. Walter Thompson Co., New York, is in Hollywood to assist setting up the new BLUE *What's New?* sponsored by RCA, starting Sept. 4.

**BETTY BUFFE**, formerly of Maxon Inc., and the BLUE, has joined the copy staff of William H. Weintraub Co., New York.

**NATALIE NAPP** will resign from the radio department of B. William Morris Talent Agency, Sept. 1. Future plans are unknown.



*"She said to wait until WFDF Flint Michigan finishes the program."*

## POST-WAR ELECTRONICS
### Scientist Predicts Great Strides In Industry

DEVELOPMENTS in the field of electronics following the war "may be so startling and revolutionary as to open great new fields to the science of electricity," predicted William C. White, head of the electronics laboratories of General Electric Co., Schenectady. Speaking last week before the National Assn. of Music Merchants in New York, Dr. White said that such far-reaching progress in radio, frequency modulation, television and radar was possible as a result of the successful control of high frequencies in the billions of cycles.

He predicted vast strides in the field of music as it makes use of electronics in creating new symphonic expressions and perhaps a new type of musical instrument, electrically controlled. Radio manufacturers can look forward to an altogether different type of radio buyer in the post-war period, he added.

As a great impetus to the entire radio and electronics industry, Dr. White cited the thousands of men in the armed forces who have received fine radio technical training and have been able to keep abreast of the latest developments in radio and electronics.

## Food Chain Program

FIRST NATIONAL STORES, retail food chain, will air a new program, *First National's Wartime Food News*, over six stations of the New England Regional Network at 9:30 to 9:45 a.m. Tues. through Fri., starting Sept. 14. Featuring Gretchen McMullen, New England food authority and broadcaster of 15 years' experience, the program has been scheduled for WBZ Boston, in whose studios it will originate. WCSH Portland, WJAR Providence, WLBZ Bangor, WTIC Hartford, and WFEA Manchester, N. H. Badger & Browning, Boston, handles the account.

For a number of years Miss McMullen has owned and operated the Gretchen McMullen Laboratory Kitchen for food testing in Boston. Carl Caruso has been designated as announcer to work with her.

### Treasury Names Lloyd

TED LLOYD, in charge of the radio department of 20th Century-Fox Film Corp., New York, has been appointed to represent the Treasury Dept. in Hollywood during the Third War Loan drive. His work will be under the joint direction of Vincent F. Callahan, director of advertising, press and radio for the War Finance Division of the Treasury Dept., and Carlton Duffus, associate field director in charge of motion pictures and special activities for the Treasury Dept.

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WESTERN district supervisors of ASCAP will hold their semi-annual meeting at Hollywood (Cal.) Roosevelt Hotel Sept. 13-15, with John Payne, general manager of the Society and his assistant, Herman Greenberg, as principal speakers.

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JOHN B. HUGHES, Mutual's West Coast newscaster, has been signed by Warner Bros. for a role in the forthcoming film biography of the life of George Gershwin.

## *Station Managers Included in Listing Of 149 Critical Occupations, Says NAB*

STATION MANAGERS come under the title of Foreman or Supervisor in a list of classification suggestions compiled by the NAB, based on titles as defined in the War Manpower Commission's new list of 149 critical occupations. The titles are interchangeable on the WMC list, Supervisor being the term common to the broadcasting industry.

These classifications, based on four titles in the critical list, are designed to guide broadcasters in submitting requests for deferment of essential personnel. The interpretations were worked out by the NAB after conversations with official sources.

The inclusion of station managers and other executive personnel in the category of Foreman is justified, in the NAB view, by the definition of Foreman in the WMC "List of Critical Occupations", which characterizes a Foreman, in part, as an individual who uses in his supervisory job "the knowledge and skills of one or more of the occupations included in the List of Critical Occupations, and (2) those who supervise directly or through subordinate foremen and supervisors, production, technical, or scientific work in essential activities, although the occupations of the workers supervised may not be listed. . . . In some plants, the supervisory personnel may be designated by other than supervisory titles, and where they meet the requirements outlined above they are included."

Following are the NAB suggested classifications:

1. Electrician, installation and maintenance: all round electricians employed in the broadcast industry for electrical installation and maintenance.
2. Foreman and supervisor: station managers, supervisors and other executives engaged in occupations appearing in "Activity and Occupation Bulletin No. 29" issued March 1, 1943 (NAB Selective Service Handbook, Supplement No. 7).
3. Mechanician, communications equipment: under this title may be included personnel who devote all, or a substantial portion, of their duties to the maintenance of broadcast station technical facilities.
4. Radio Engineer: this title includes broadcast station chief engineers and technical supervisors whose duties and responsibilities are in accordance with the definition.

The duties of an installation and maintenance electrician do not necessarily include those relating to the technical operation of a radio station, as this latter function is included in the duties of Radio Engineer as defined in the USES *Dictionary of Occupational Titles*.

The Mechanician classification, the NAB pointed out, might include employes of smaller stations which do not, as do larger stations, employ a fulltime maintenance man, but who do such work in addition to regular duties. The WMC list used the phrase "technical broadcast equipment" in defining duties of a Mechanician, indicating the specific intention of including radio broadcasting personnel, said the NAB.

The new "critical" list, in the NAB view, makes an even stronger case for occupational deferment. It is pointed out that Maj. Gen. Lewis B. Hershey, Director of Selective Serevice, recommended in Local Board Memorandum No. 115 that registrants in critical occupations should be given "grave consideration" for deferment so as not to impair war production or vital civilian functions.

As an aid to broadcasters in seeking deferment of essential personnel, the NAB is mailing on Aug. 20 to all broadcasting stations the NAB Selective Service Supplement No. 13, regulations and suggested classifications.

## Revisions Effected In Essential List

### WMC Adds Sound Equipment, Vinylite Transcriptions

REVISING its list of essential activities, the War Manpower Commission last week included production of electrical sound equipment and vinylite transcriptions as industries in which employers are entitled to preference in the hiring of workers.

The list continues radio broadcasting, radio communications and television as essential services; radios and radio equipment, and radar as essential repair services.

The Commission stated that the list is identical to the original list of 35 essential activities except for the inclusion of amendments which have been previously communicated to the industries affected. The reissuance was necessitated, it was explained, by the revision of Regulation 4 issued simultaneously with the new list of 149 critical occupations [BROADCASTING, Aug. 16]. This regulation delegated additional powers to WMC regional officers in setting up stabilization plans.

The revised list of essential activities in no way affects the list of critical occupations, the latter being drawn from the essential list.

## Kosta in New Post

WILLIAM KOSTA, former publicity director of NBC and the Institute of Public Relations, and former managing director of Fawcett Publications, has been appointed assistant to Daniel D. Mich, executive editor of *Look* magazine.

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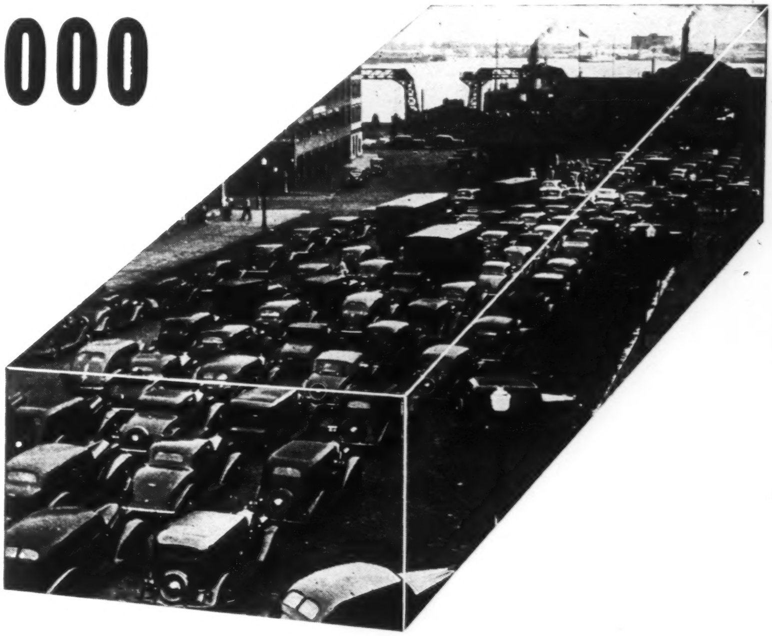
"STEAMBOAT" Johnson and his band have taken over the daily hillbilly program on WNEW, New York, formerly conducted by Zeke Manners, who was inducted six months ago. The hour-long program is sponsored by Howard Clothes, Charms Candy Co., and Canadian Fur Trappers, on a cooperative basis.



17,000,000 FERRY FARES

IN 1942 112.5% INCREASE (1940 to 1942)

That's how busy we are in **NORFOLK,**

**—a Premium Package of Purchasing Power**

And this package, bulging with an ever-increasing number of war-prosperous families, can be delivered to **you** via Radio Station WTAR, the **one** Station which contacts and **influences** the vast majority of listeners in the rich Norfolk Market. Write for complete information.

5,000 WATTS DAY & NIGHT NBC NETWORK

WTAR NORFOLK VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

### Cosmetic Series

SIMONS & HEWITT, Chicago (Lovelee Lady liquid cologne), on Aug. 18 started a daily late afternoon quarter-hour live musical program on WJJD Chicago. Company may expand radio campaign later. Malcolm-Howard Adv. Agency, Chicago, handles the account.

### Aids Blood Drive

DEVOTING her entire second anniversary broadcast to the Red Cross Blood Donor Service, Marian Young, known as "Martha Deane" on WOR New York, presented her Aug. 19 program from the stage of the new WOR-Mutual theatre in New York to open the coming year's campaign of recruiting blood donors from WOR's listening area. Radio and screen stars were on hand.

## *Two N. Y. Agencies Send Reps to Check Post-War Advertising in Latin Nations*

PROMISE of greater activity in the Latin American market on the part of U. S. advertisers was indicated last week with the disclosure that representatives of at least two agencies were headed toward southern countries to lay the groundwork for post-war advertising and to check on current business there.

Ovid Riso, manager of the recently organized Latin-American department of Young & Rubicam, New York, leaves Aug. 25 for South and Central America, where he will make an exploratory survey of Latin American advertising, including radio. Mr. Riso will visit Buenos Aires, Rio de Janeiro, Mexico City and Sao Paulo, Brazil, gathering data on various media and on individual stations, local listening habits, and other pertinent material for Y & R accounts which are potential advertisers in this area.

R. D. Sullivan, assistant to Mr. Riso who will accompany him on the first leg of his trip, will be permanently stationed in Buenos Aires, where he will serve as "listening post" for the agency. Mr. Riso will return to New York, Oct. 19.

McCann-Erickson, New York, will send Shirley Woodell, account executive in the foreign department, on an extensive tour of South and Central American countries around the middle of September. Main purpose of the trip will be to check on the programs of Esso Marketers, and Schenley International Corp., but further prospects for post-war advertising will also be explored. Mr. Woodell, who joined the agency last spring as assistant to George Smith on Latin American accounts, will make Mexico City his first stop, returning to Miami towards the end of November via Puerto Rico and Cuba, after visiting such points as Panama City; Quito (Ecuador); Lima (Peru); Bocatan (Colombia); Caracas (Venezuela); and Haiti.

The Schenley program to which Mr. Woodell will give his attention is a 20-minute series introduced last spring as the first Latin-American radio venture for Schenley [BROADCASTING, May 17]. Produced in Argentina and aired on the Argentine Network and on Uruguyan and Brazilian stations, the series will be expanded to a total of 30 or more stations in these and other Latin-American countries via transcriptions which are expected to be ready by mid-September. Discs have been delayed due to a shortage of shellac supplies. Program features drama and music by a 30-piece symphony orchestra, and bears the title *Album de Las Americas*.

## NET HEADS CONFER WITH MORGENTHAU

TOP EXECUTIVES of the four major networks met in Washington last Thursday with Secretary of the Treasury Henry Morgenthau Jr. to discuss the importance of and plans for the Third War Loan [see page 22]. Secretary Morgenthau thanked the networks for their cooperation in the past and their promise of even greater efforts in the forthcoming drive.

Ted R. Gamble. national director of the War Finance Division of the Treasury, addressed the meeting following Secretary Morgenthau, and stressed the need for the greatest promotion campaign in history to reach the $15,000,000,000 goal.

Those who attended from the networks were: Douglas Coulter and Earl Gammons, CBS; Phillips Carlin and G. W. Johnstone, BLUE; Miller McClintock and Tom Slater, MBS; Frank M. Russell and Wyllis Cooper of NBC. Those attending the meeting from OWI were Palmer Hoyt, Donald Stauffer, and George Zachary; and from the Treasury besides the Secretary and Mr. Gamble were Oscar Doob, Vincent F. Callahan and Marjorie L. Spriggs.

### 'Duffy' to Paramount

PARAMOUNT Pictures, New York, has obtained the movie rights to *Duffy's Tavern*, BLUE program sponsored by Bristol-Myers Co. Deal was made with Ed Gardner, owner of the program, who as the proprietor "Archie" will take part in the film, along with a number of the members of the cast. Contract includes optional rights for additional films after the first production.

### Primer on Radio

FUNDAMENTALS of radio are explained for beginners in a 68-page primer available through the Adv. Dept., General Electric Co., Bridgeport, Conn. (25c). Intended to help employes in non-technical positions, the book treats radio broadly, holding mathematical and engineering treatment of theory to a minimum.

D. C. MARSCHNER, assistant sales promotion and advertising manager of Shell Oil Co., New York, has been named acting manager, taking over the duties of H. L. Curtis, recently named assistant to the President.

NO "LARD" IN GREASY CREEK (Ky.)!

We'll leave it to your imagination about the sales gravy in Greasy Creek (Ky.)—and in the hundreds of other little communities that WAVE doesn't cover! But Kentucky does have one big concentrated metropolitan market. And it—the Louisville Trading Area—chalks up more retail business than all the rest of Kentucky combined! WAVE *covers* the Louisville Trading Area. *No other NBC station does!* You can skim off most of the nourishment, and throw the rest away, when you use WAVE!

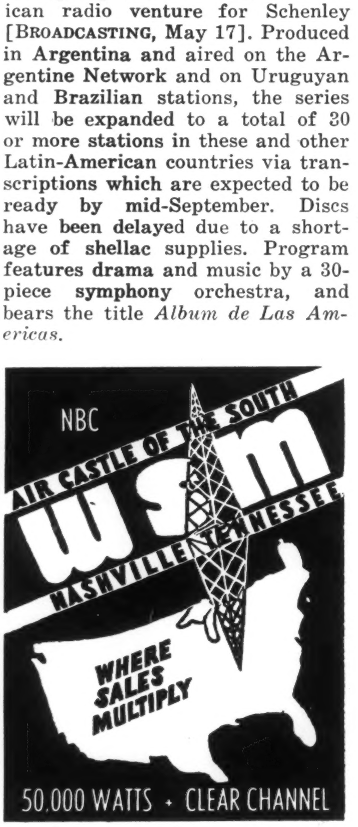
LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

FREE & PETERS, INC.,

NATIONAL REPRESENTATIVES



NBC

AIR CASTLE OF THE SOUTH

WSM

NASHVILLE TENNESSEE

WHERE SALES MULTIPLY

50,000 WATTS • CLEAR CHANNEL

WDRC

CONNECTICUT'S PIONEER BROADCASTER

CONNECT IN CONNECTICUT

Use WDRC to sell the Hartford Trading Area—Connecticut's Major Market—with an Effective Buying Income of $5028.60 per family! Write Wm. Malo, Commercial Manager, for full details. Basic CBS for Connecticut.

CBS

# FCC Demands Full Blue Data

*(Continued from page 7)*

1941 from Donald Flamm for $940,000, including accounts receivable. He has stated he has placed about $100,000 in working capital in the station, aside from physical improvements. Mr. Flamm has sued Mr. Noble in the New York Supreme Court for rescission of the sale, holding he was an "unwilling seller" [BROADCASTING, Aug. 16].

While the FCC's jurisdiction extends only to the public interest as it affects the transfer of the three owned stations of the BLUE, plus the relay broadcast stations, it nevertheless takes cognizance of the entire BLUE transaction in the detailed bill of particulars. It seeks from the BLUE Network itself, rather than from the parent company, RCA, full information regarding the nature of the property to be disposed of, as required in part two of the Commission's transfer form. The data filed Aug. 11 included only part one of the form, covering RCA as the transferor, and part three, covering Mr. Noble's ABS, as the transferee. The BLUE, as the licensee, is required to supply specific data under part two.

The original application provided for the transfer of the stock of the BLUE to the new corporation. This, it was pointed out at the FCC, also includes the acquisition of the licenses held by the BLUE, by the new company. Under the July 30 agreement of Mr. Noble with RCA he had the option of either transfering the stock or of acquiring the assets of the BLUE. He elected the first course.

### Plans For Stock

It is logically presumed that the FCC desires to determine whether Mr. Noble has in mind disposition of the remaining 100,000 shares of treasury stock of ABS to other interests. Before the July 30 consummation of the sale to Mr. Noble, the name of James H. McGraw Jr., chairman of the McGraw-Hill Publishing Co., was prominently mentioned as an associate of Mr. Noble in the venture. It was afterward reported that Mr. McGraw dropped out upon advice of his physician and his associates.

Specified in the bill of particulars are questions regarding Mr. Noble's intentions with respect to personnel to be employed under the new ownership as well as any contemplated changes in the licensee corporation, its officers, directors, or employes. Mr. Noble had announced it was his intention to retain the present executive management of the BLUE, including Mark Woods as president and Edgar Kobak as executive vice president. They have been the moving spirits of the BLUE, which has enjoyed phenomenal success since the separation from NBC in 1942 [BROADCASTING, Aug. 16]. Mr. Noble also has declared his intention of inviting affiliates of the BLUE, its management, and eventually the general public, to participate in the network's ownership.

### Emphasis on Prices

Emphasis on the prices to be established for the three stations owned by the BLUE is regarded as significant in industry circles. First, the Commission feels it must determine whether the prices established present a "reasonable opportunity" for a financial return to the purchasers. As one Commissioner expressed it: "We want to know whether the new company can make a go of it on each of the three stations, based on the prices paid."

Interest also attaches to Mr. Noble's plan to borrow $4,000,000 of the $8,000,000 purchase price from three national banks in New York on a four year term loan at two per cent interest per annum. The Commission desires to determine whether, in the event of default or foreclosure, the banks might be in a position to procure control of the network, according to another FCC source.

It is understood that the BLUE, upon its transfer, would remain headquartered at Radio City for the duration. It is presumed a reasonable time would be allowed following cessation of hostilities for the network to find adequate quarters elsewhere. This would complete the physical separation of the BLUE from NBC, also headquartered in Radio City.

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## Handling Paper Drive

OLIAN ADV. Co., St. Louis, agency placing the advertising for the current Waste Paper Salvage campaign, has appointed the Davis-Lieber publicity firm as the New York and Pennsylvania representative for the drive. Various radio actresses have offered their assistance in publicizing the need to save paper, but no definite radio plans have been announced.

## Time Out For Sales

SELLING War Stamps over the air is usually done by a special announcement or program, but CJCA Edmonton, Alberta, reversed the procedure and went off the air to swell stamp sales! Closing a special campaign, the Canadian National War Finance Committee asked Edmonton merchants to declare a 15-minute holiday to allow employes time to buy stamps. CJCA tied in with the plan and announced it would also close for 15 minutes, for the same purpose. When the station returned to the air $5,000 worth of stamps had been sold.

Easy Pickin'

WAIR is famous for its quick results. That's because WAIR has the listeners and the listeners' confidence. Add to this the exceptional income of Winston-Salem workers and you have a golden combination.

WAIR

Winston-Salem, North Carolina

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts

620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

Here's How to Get Complete Coverage in Youngstown's Booming Steel Area . . . Ohio's 3rd Market . . .

The big Youngstown Steel Centre (491,974 people in the Metropolitan Market alone) has *just one* station that completely covers every radio home in Ohio's Third Largest Market!

It's WKBN that captures the listening audience . . . leads in sales . . . outshines in Radio Showmanship!

It's WKBN that commands a potent *Primary* Influence-Power among 1,599,819 people in Northeastern Ohio and Northwestern Pennsylvania.

It's WKBN that can mean more sales, more influence for you *now* and in important postwar years.

CBS

5000 WATTS 570 KC

WKBN

YOUNGSTOWN, OHIO

*Represented by:* PAUL H. RAYMER CO.

CONFIDENTIALLY SPEAKING... TO 20,000 WOMEN

It's the way Ralph Rogers does it that packs them in.

His show—Alabama Hayloft Jamboree—is an all-request program of recorded hill-billy music.

But between the numbers, Rogers' engaging intimate talk—interspersed with smooth friendly commercials—makes the listeners feel like Rogers is part of the family.

That's why, in the last *six months,* 20,000 listeners wrote to Rogers asking for him to play their favorite number—*to them.*

Ralph Rogers is an interesting personality. He forsook fifteen successful years of practicing law to enter radio. That was only five years ago. But those five years have proved it was a good idea. Rogers is a really big personality down our way.

His cheerful, just-between-us-folks delivery has brought him wide acceptance. And that acceptance by Alabama families has brought sales to Jamboree sponsors. The show is on WAPI from 3:30 to 4:30 PM every weekday. Sponsorships are available in quarter hour units.

You can catch the flavor that brings in the orders by listening to a transcription. Ask us or Radio Sales.

WAPI BIRMINGHAM
COLUMBIA NETWORK
Represented nationally by Radio Sales

# Noble Denies Conspiring With WMCA Officials Against Flamm

### Shaw and Roberts Deny Aiding Him in Acquiring Station; All File Depositions in Case

CATEGORICAL denials of the charges that he conspired with Donald Shaw and Leslie Roberts to wrest control of WMCA from Donald Flamm or that he or his attorneys, William J. Dempsey and William Koplovitz of Washington, threatened to take the station away from Mr. Flamm were made last week by Edward J. Noble, present owner of the station and recent contracted purchaser of the BLUE Network. The denials were contained in a supplementary deposition filed with the Supreme Court of New York, in connection with Mr. Flamm's suit for rescission of the sale of WMCA to Mr. Noble in January, 1941 [BROADCASTING, Aug. 16].

The only information he had about WMCA's earnings prior to signing the contract, Mr. Noble said, came from E. H. Rollins & Sons and he "believed it came from the company itself or Mr. Flamm," adding that whatever the source, Mr. Flamm was not damaged as he subsequently learned that the figures were "substantially misleading." When he first met Mr. Flamm his request to go over the books was refused, he stated.

"It was my understanding at the time that Flamm was concerned about possible additional income tax liability for past years and did not wish to have the books gone over for that reason," Mr. Noble said. This was why the contract provided for escrowing $100,000 of the purchase price "as a guarantee fund to take care of undisclosed liabilities." Originally the whole sum was to be escrowed for six months; this was later amended to release $75,000 in six months but to keep the remaining $25,000 in escrow for six years.

**Tells of Dealings**

He first met Mr. Shaw a few days before signing the contract, he stated, "to form my own opinion regarding him as active manager of the station and I did not discuss or receive any information as to the actual earnings of the station at that or any other time." He does not recall meeting Mr. Roberts until the afternoon of the day on which the contract was signed, he said.

He did not pay Mr. Roberts' salary when he was fired by Mr. Flamm, Mr. Noble said, but after he had taken control of WMCA he rehired Mr. Roberts and at that time ordered his regular salary paid for the time of discharge, because of a feeling of "moral responsibility" since Mr. Roberts had been fired for "allegedly conspiring with or for me to gain control of the station, which I knew then as now to be wholly untrue."

In his answer to Mr. Noble's original affidavit, also filed last week, Mr. Flamm asserted that Messrs. Dempsey and Koplovitz obtained "no asking price from me", but offered him $750,000 and later raised this to $850,000, but at that time told Mr. Flamm that "their undisclosed client much preferred that I should refuse this sum as he could have my license without paying me."

Mr. Flamm reiterated his position that because of the build-up he had been given about the "all-powerful combination" he was up against, he went through with the sale against his desires. Regarding Mr. Noble's claims of improvements in WMCA since the transfer, Mr. Flamm stated, "although WMCA has in the 2½-year period of Mr. Noble's operation won many awards for outstanding programs, each and every one of these programs were created by me and not one of them was created either by Mr. Noble or any member of his organization."

The *New York Times'* arrangement, Mr. Flamm said, was similar to earlier arrangements WMCA had had with the *New York Herald-Tribune* and *World-Telegram* and that "the plan for the arrangement with the *Times* was worked out in detail during my ownership of the station by one of my employes and was set forth in memorandum form, so that Mr. Noble had only to put it into effect."

**'N. Y. Times' Arrangement**

Mr. Flamm's statement "that the arrangement with the *New York Times* for its hourly news broadcasts over the station had already been worked out by an employe under his ownership is, so far as I know, an absolute fabrication on the part of Mr. Flamm," Mr. Noble declared. He went on to explain that the suggestion came from a man not connected with WMCA and that the deal was completed only after negotiations lasting until December of 1941, nearly a year after the station had changed hands.

Mr. Noble also charged that in describing WMCA as substantially unchanged "leaves out of account the all-important fact that the

THE DETROIT AREA GOES

UP UP UP

AND CKLW KEEPS PACE!

• Retail business in this, America's Third Market, is booming . . . and CKLW time-sales in many major retail classifications leads 'em all! Results—at lower cost, is the reason.

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

CKLW

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Co

## WHN Out of Chicago

WHN New York, is closing its Chicago sales representative office on Aug. 23, the station announced last week, with David B. Stein, manager of that office for the past two years, shifting to the station's New York sales staff. Chicago agencies will be contacted directly by the New York office, it was stated.

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night-time power . . . has been increased from 1,000 to 5,000 watts under my ownership." Declaring that Mr. Flamm has produced no "new" evidence and that even if Mr. Roberts' charges were true Mr. Flamm knew the alleged substance of them before the transfer of license occurred on Jan. 17, 1941, Mr. Noble stated: "If any case is ever stale from an equitable viewpoint, Flamm's case is stale."

In a reply to the defendant's reply, Philip Handelman of Handleman & Ives, Mr. Flamm's attorneys, said that shortly after the FCC had approved the transfer of license to Mr. Noble, Mr. Flamm had filed for reconsideration, but that his application does not raise any "issue of fraud, duress, conspiracy or subornation" and could not have done so as the facts have "only recently been discovered."

### Claims New Facts

Colin Ives, of Handelman & Ives, also filed a deposition relating that in January 1943 Mr. Flamm secured facts "he had previously believed to exist but had no means of proving which showed that Leslie Evans Roberts and Donald Shaw conspired with Mr. Noble and Mr. Noble's attorneys and worked out a plan whereby Mr. Noble could force Mr. Flamm to sell WMCA."

After investigation, Handelman & Ives told Mr. Flamm he had a case against Mr. Noble, but trying to effect an amicable settlement they did not immediately file suit but Mr. Ives saw Thomas Corcoran, a "close personal friend of Mr. Noble," Mr. Ives said, adding that this was some months before Mr. Noble's purchase of the BLUE network. Mr. Corcoran said Mr. Noble might sell WMCA but that he would not deal with Mr. Flamm, Mr. Ives continued, so a representative was named who tried to negotiate with Mr. Noble.

As time went on Mr. Ives feared that "Mr. Noble was stalling our representative and would sell the station . . . and our client would lose all possibility of rescinding the sale," Mr. Ives stated. Papers were prepared, but were served prematurely through error, he continued, and an offer was made to delay action, but not to withdraw the suit.

Donald Shaw, appointed general manager of WMCA by Mr. Flamm and remaining with the station until the first of this year, when he joined the Office of the Coordinator of Inter-American Affairs, also filed a deposition denying the charges made by Mr. Roberts that he offered "any assistance to Noble prior to the contract of sale, or any disloyalty to Flamm."

In December of 1939 he and Mr. Roberts were directed by Mr. Flamm to show certain figures to John Curtiss in connection with the plans of Elliott Roosevelt to purchase WMCA, Mr. Shaw stated, but "if Curtiss later passed them on to others I had nothing to do with the passing on." He admitted discussing the general condition at WMCA with Chester LaRoche of Young & Rubicam and later with Mr. Noble, but said he gave no figures to either of them.

Stating that WMCA "was admittedly not in good repute with the FCC" and that it was common talk in the broadcasting industry that "any reputable operator would have a good chance of obtaining the allocation of the wavelength if he challenged WMCA's right to a new license when its old license expired in March, 1941," Mr. Shaw said that Mr. Flamm was "aware of his precarious position" and "always willing to consider offers" for the station.

"Before the contract of sale for WMCA I did nothing to advise Flamm as to the sale of his property," Mr. Shaw said, "After the sale of WMCA had been contracted for, I did all I could to support the change in ownership because I felt it not only better for the station and the people in the station, but better for the radio broadcasting industry itself to have WMCA owned by someone with some idealism with respect to public service in communications."

### Roberts' Charges Attacked

Mr. Shaw attacked the credibility of Mr. Roberts' charges, terming his recent deposition a "Russian trial confession" made by a man who "therein admits that he himself did attempt to betray his employer, was apprehended by the employer and discharged for that betrayal." To his statement Mr. Shaw attached a copy of an affidavit made by Mr. Roberts in January, 1941, which Mr. Roberts at that time intended filing against Mr. Flamm.

This statement related that about Nov. 27, 1940, Mr. Flamm had asked Mr. Roberts, then program manager of WMCA, to act as his

(*Continued on page 53*)

QUOTE—

*We consider your station one of the finest in the country.*

—UNQUOTE

—ASK A JOHN BLAIR MAN—

WWVA
WHEELING, W.VA.
50,000 WATTS
IF IT'S A FORT INDUSTRY STATION
*YOU CAN BANK ON IT*
A FORT INDUSTRY STATION

KXOK
ST. LOUIS, MISSOURI
630 KC. 5000 WATTS FULL TIME
BLUE NETWORK
Represented by John BLAIR & CO.

"Plug" Kendrick says:

You Can Reach Listeners
IN LOUISVILLE
with this
FIVE-MINUTE NEWS
Monday thru Saturday—7:55-8 A.M.
(Preceding the Breakfast Club)
Available Now

WRITE OR CALL
FOR COMPLETE INFORMATION

SPOT SALES, INC.
National Representatives

WINN
LOUISVILLE
*with*
WINN
*Your*
BLUE NETWORK
STATION *in*
LOUISVILLE, KY.
•
D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

PACIFIC COAST PROGRAM NOTES

**Everybody knows John Gunther.**

All but a handful of Americans have read either one of the eight editions of his "Inside Europe" or his "Inside Asia" or his "Inside Latin America."

**For several years John Gunther has been reporting and interpreting the war for the Blue Network.**

Last January the BLUE scheduled Gunther's commentaries on a regular basis—Friday and Saturday, 7:00-7:15 P. M. PWT—filling out the network's 7:00 P. M. commentary strip.

**Within two months Gunther had achieved a 7.3 national Hooper!**

In May a national advertiser purchased Gunther's Friday and Saturday periods on 61 BLUE stations from New England to the Rockies. Now this is where you come in.

***John Gunther's twice-weekly commentary is available for sponsorship on the 13 stations of the Pacific Blue Network.***

Or will be available *soon.* This is the way it is—with the good wishes of his sponsor, Gunther Clippered to North Africa late in June.

**For several weeks keenly analytical, eyewitness stories "By John Gunther, Representing the Combined American Press" have appeared regularly in most American newspapers.**

Gunther is due back soon to resume his Blue Network commentary.

**In the interim, John W. Vandercook has been pinch-hitting on this commentary. Bearded, ex-globe trotter Vandercook was in Germany during the invasion of Poland, reported the fall of France, and has been the keystone of Alka-Seltzer's "News of the World" for three years.**

You can now buy Mr. Vandercook on Pacific Blue (covering 95% of the Coast's radio families) and you will "inherit" Mr. Gunther on his return. Cost—only a few dollars more than a home-grown commentator.

**Blue Spot Sales in New York and Chicago can give you the details.**

PACIFIC BLUE NETWORK

## All-Stars Grid Contest To Be Partly Sponsored

ANNUAL National Professional League champions versus college All-Stars football game Aug. 25 will be sponsored on WGN, Chicago, by the Pabst Brewing Co., Chicago (Pabst Blue Ribbon beer), and will be carried as a sustaining program on MBS. Excepting **WMAQ, Chicago**, the game will be sponsored for the second half on 80 NBC stations by P. Goldsmith & Sons, Cincinnati (sporting goods). The 1942 professional football champions, the Washington Redskins, will meet the collegiates in Dyche Stadium at Northwestern U., Evanston, Ill. Harry Wismer, football announcer from Detroit, assisted by Jack Brickhouse, WGN, Chicago, sportscaster, will describe the game for WGN and MBS; Bill Stern will give the second half account starting at 11:15 p.m. for NBC. Agency for Pabst is Warwick & Legler, New York. Agency for Goldsmith & Sons is Hugo Wagenseil & Associates, Dayton, O.

### Soldier Show Moves

ADDING a new Waac recruiting feature, the weekly half hour all-soldier variety program, *Hello Mom*, shifted from NBC to Mutual stations on Aug. 14, Saturday, 11:30-12 noon (EWT), with transcribed West Coast repeat, 4:30-5 p.m. (PWT). Originating at Army Air Forces Radio Production Unit, Santa Ana, Cal., series is written by Pvts. Edward Haldeman and Scott Farnworth, under direction of Major Fredrick Hazlitt Brennan. Major Eddie Dunstedter is musical director.

## RESULTS
### Bring Third Renewal by Department Store

ANOTHER chapter in the successful use of radio by department stores was written Aug. 4 when Pfeifer's Department Store of Little Rock, Ark. went into the third year of *Jane Adams, Speaking*. This program is heard Mon. through Sat., 8:15-8:30 a.m., with Virginia Harris. sales promotion manager of the store, preparing and presenting the script.

Since its inception, Aug. 4, 1941, the program has adherred to the policy of "no sales talk, no prices. no merchandise." Yet long before tire and gasoline rationing, mail order business doubled and then trebled because Jane Adams, the personal shopper, had proved a friend to thousands of Arkansas families.

The aim is not a commercial but a service program. Interspersed with musical numbers is commentary on news of general interest to both men and women, including material on war activities, civilian defense, home front activities, fashion and book reviews, etc. Illustrating the breadth of the interests covered, a current series discusses terrain, peoples, habits and war activities of South American countries. Soon to be inaugurated is a series on local personalities who have contributed outstanding service to the war effort.

Sam Strauss, president of Pfeifer's, said when signing his third renewal that the program is intended to "afford interest, information and inspiration" to the people of Arkansas. "It has developed just as our store has—informal, friendly and 'between home folks.'"

THIRD YEAR of a successful department store program was launched when Sam Strauss (1) president of Pfeifer's, Little Rock, Ark., signed to renew *Jane Adams, Speaking* over KARK. Looking on is Miss Virginia Harris, sales promotion manager of the store, who prepares the script, and Julian F. Haas, of KARK sales staff, who has handled the account since the program started.

### Miles Shows Signed

MILES LABS, Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamins) has signed two 52-week contracts for *Lum & Abner* and the *Quiz Kids*. The comedy team, heard Monday through Thursday 8:15-8:30 p.m. (EWT), goes on 102 BLUE stations beginning Sept. 27. *Quiz Kids* will be aired on 131 BLUE outlets beginning Sept. 26, every Sunday 7:30-8:00 p.m. (EWT). Agency is Wade Adv., Chicago.

CBR Vancouver, recently in a Royal Canadian Air Force recruiting campaign, inducted during the program an airman and an airwoman into the RCAF, with the officer commanding the Vancouver recruiting office officiating in the CBR studios. It is believed this is the first time a man and woman have been actually sworn in to the RCAF while a program was on the air.

YOU CAN'T COVER WISCONSIN *Except* IN WISCONSIN *with the* WISCONSIN NETWORK-
AFFILIATED WITH MUTUAL
WISCONSIN
1st in Dairy Products-
9th in War Orders

WHBY *Appleton*
KFIZ *Fond du Lac*
WCLO *Janesville*
WIBU *Poynette-Madison*
WRJN *Racine*
WHBL *Sheboygan*
WSAU *Wausau*
WFHR Wisconsin Rapids

SO, if you want to stir up the full buying power of this No. 1 Dairy State of the Union, the **only** way you can do it is with the Wisconsin Network stations each with its own large, loyal following. It **can't** be done with any metropolitan station or any other regional or national network.

Wisconsin listeners are funny that way—they want stations that can be heard **all the time**, not just when the weather is right—stations that are programmed for Wisconsin. And, there's over half a million radio homes in our primary area (and over 3/4 million in the secondary)—today 9th in war orders as a plus to this stable market. If listeners feel that way, why shouldn't advertisers?

Try the Wisconsin Network for your fall advertising—and see for yourself with satisfaction and profit!

WISCONSIN NETWORK, Inc.
MAIN OFFICE •• WISCONSIN RAPIDS, WISCONSIN

AP
WMCA, New York, N. Y.
. . . think AP news for radio is tops. Use it exclusively.
Leon Goldstein,
News Editor.

available through
PRESS ASSOCIATION,
50 Rockefeller Plaza
New York, N. Y.

## WMCA Charges

*(Continued from page 51)*

agent in talking to Messrs. Dempsey and Koplovitz, telling Roberts that he did not like the "mystery" about their client, whom he had heard was a man of influence who might take WMCA away from Mr. Flamm if he couldn't buy it at a satisfactory price.

Mr. Roberts said that when he talked to these attorneys they told him that they had offered to pay Mr. Flamm $1,000,000 for the station if they could examine the books and if the books showed it worth that amount, or if he could show them that he had received a firm offer for that amount, both of which propositions, they said, Mr. Flamm had rejected. When Mr. Roberts reported this to Mr. Flamm, he said, Mr. Flamm accused him of "knowing more than I seemed to profess," which he denied.

### Refused Statement

When Mr. Flamm first met Mr. Noble, Mr. Roberts stated, he took Mr. Roberts aside and said "now I know it's being bought for Tom Corcoran." Subsequently Mr. Flamm charged Mr. Roberts with getting $100,000 from Mr. Noble for having arranged the deal, Mr. Roberts continued, stating that on Dec. 14, 1940, he was asked to dictate a statement to the effect that WMCA was a good station and could not be better operated by anyone else. Mr. Roberts refused to do this, he said, on the grounds that he was powerless to make any program changes without the approval of Mr. Flamm or his brother, Sydney Flamm, and that he had protested often but to no avail about the type of programs on the station. He asked the purpose of the memorandum and in return was asked how he would testify if there were a hearing on the license. He said he'd tell the truth as he just had, he reported, whereupon Mr. Flamm accused Mr. Roberts of spying on him for the FCC and said it was all a plot to get WMCA for Tom Corcoran and when he told that on the stand it would create worse scandal than Teapot Dome.

Four days later, the Roberts affidavit stated, the FCC approval of the sale of WMCA was announced, whereupon Mr. Flamm asked him to dictate a statement that the station had been sold under duress, again accusing him of selling Mr. Flamm out to Mr. Noble. When he again refused to dictate a statement, he was discharged, Mr. Roberts said. When he then found that Mr. Flamm was spreading rumors about him, injuring his chances of employment, he got mad, his statement read, and he told Mr. Shaw he was determined to file charges against Mr. Flamm within the following week.

### Phone Conversations

Mr. Flamm in his reply stated that he had not accused Mr. Shaw earlier as he then had no proof, but that now he "has proof not only that he conspired with Roberts but that he had 'phoned various important people and gotten them to use their influence against my upsetting the deal with Noble."

As evidence of a Shaw-Roberts conspiracy, transcripts of telephone conversations they held in the spring of 1943, when the Cox committee took Mr. Shaw's testimony about the WMCA sale, were filed with the court. These conversations, which were recorded by Mr. Roberts, show, Mr. Handelman stated, "that Mr. Shaw was reluctant to have anything revealed that might throw light on the Flamm-Noble deal."

Mr. Shaw, in his deposition, attacks the credibility of "a person who, pretending to be a friend, deliberately arranged to tap his own telephone wire in order to keep records of conversations with the friend," and points out that "a recording machine can be turned on and off at will and while the records may represent portions of the conversations they do not represent the complete conversations."

Also filed was a memorandum written by Mr. Shaw to Mr. Flamm on Jan. 4, 1941, about the affidavit Mr. Roberts was allegedly going to file against Mr. Flamm, which, Mr. Shaw wrote, had been prepared and was then in the hands of his attorneys in Washington.

Mr. Handelman stated that he will prove at the trial "that when Mr. Shaw dictated this memorandum he well knew it was false and well knew that Roberts had made no affidavits and could make no affidavits that would harm Mr. Flamm and that the memorandum was thought out and prepared by Shaw and Roberts with the assistance of Dempsey and Koplovitz for the purpose of befuddling Flamm."

---

MAX HILL, who recently joined the BLUE's staff of newscasters, on Aug. 23 will substitute for Martin Agronsky on his daily and Sunday news reports while Agronsky takes a two-week vacation.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

*Get latest survey—no cost!*

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

★ CONCENTRATING on the Vital TRI-CITY Area ★

SCHENECTADY
TROY
ALBANY
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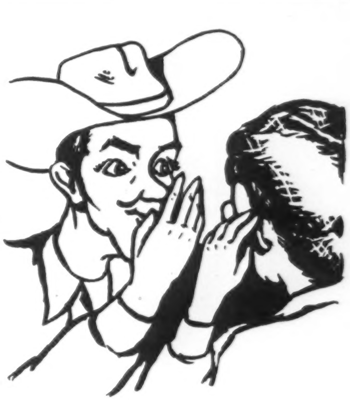
The Buying Triangle

★ Only BLUE Network Station Covering this Area ★

*Represented by Raymer*



WORD GETS AROUND

and just to make sure that word gets around about its programs, WAGA uses the "Slogan Salute." At a different time each day, the station makes a phone call—pays $5.00 to the person called, if they answer with the day's "Slogan Salute," instead of "hello."

"Slogan Salute" is another of WAGA's audience-building activities which get *attention* for WAGA programs — *action* for WAGA advertisers.

WAGA
ATLANTA

A FORT INDUSTRY STATION

5000 WATTS
DAY AND NIGHT
590 KC.

*National Representatives*
HEADLEY-REED COMPANY

## New 'Henry'

DICKIE JONES, youthful screen actor, has been signed to replace Norman Tokar as "Henry Aldrich," in the NBC *Aldrich Family*, sponsored by General Foods Corp., New York. Mr. Tokar withdrew from the program in July to enter the Army. Dickie Jones will go on the air Sept. 2 when the program is resumed in the Thursday, 8:30-9 p.m. period after a summer lay-off. Agency for Postum, product advertised on the program, is Young & Rubicam, New York.

BERTHA KELLY, member of UCLA-NBC Radio Institute, was named award winner of the six-week session in early August and received as scholarship a refund of original tuition fee.

PRIMARY COVERAGE OF AN AREA AS BIG AS SIX STATES COMBINED

TEXAS
KMAC
SAN ANTONIO
KEYS
CORPUS CHRISTI
KPAB
LAREDO
KGBS
HARLINGEN

The four radio stations in South Texas' Radio Package give you primary coverage of 45 counties; an area bigger than New Jersey, New Hampshire, Massachusetts, Rhode Island, Connecticut and Vermont combined; with a population equal to an empire, with great wartime purchasing power waiting for you. Salesmanagers . . . think it over!

* * *

SOUTH TEXAS' RADIO PACKAGE

* * *

MORE PRIMARY COVERAGE OF THIS RICH MARKET THAN ANY OTHER STATION OR GROUP

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage, and Merchandising Plans.

HOWARD W. DAVIS
NATIONAL BANK OF COMMERCE BLDG.
SAN ANTONIO, TEXAS

* * *

## *CBS FIRST WITH MESSINA WITNESS*

FIRST eyewitness account via radio of the fall of Messina, Sicily, last Tuesday was given American listeners 4 hours and 25 minutes after the first allied troops entered the city by John Daly, CBS correspondent, who was with a platoon of Third Division troops and who flew to Algiers to tell his experiences.

Daly gave his report on the CBS program *The World Today* at 6:45 p.m. Aug. 17, and three hours later at 9:30 p.m. CBS presented a dramatization of his account on the *Report to The Nation* program.

"We didn't exactly enter the city in style," said Daly. "We walked practically on tiptoe watching the ground for buried mines until our eyes ached. . . .

"Fourteen strong, we arrived at the City Hall at 8:25 a.m. (Algiers time). Messina was ours, and for the moment we were the garrison." Later when an English lieutenant colonel drove up, Daly reported he said, 'Hello Yanks, congratulations.' His disappointment was hidden. It had been exciting to see who would get to Messina first—the American 7th Army or the British 8th."

## Joint New York-London 'Town Meeting' On Blue

"TOWN MEETINGS" will be held simultaneously in London and New York, Sept. 30 and Oct. 7, for rebroadcast via transcription on the BLUE's *Town Meeting of the Air*. Both audiences will question speakers on the other side of the ocean on the discussion topic.

The trans-atlantic air meeting will be held several days before regular broadcast day for *Town Meeting of the Air*, the programs being transcribed the preceding Saturday and aired Thursday, Sept. 30, and Oct. 7, in the regular 8:30 p.m. period on the BLUE. Topic for discussion on the first program is "How Should We Deal With Germany After the War to Win the Peace?" The Oct. 7 program will deal similarly with Japan.

George V. Denny, moderator of the series, who is leaving shortly for England on a special mission for the OWI, will handle both programs from London.

## Gen. Foods Shifts

FOLLOWING announcement by General Foods Corp., New York, that Kate Smith's Friday evening program on CBS will be expanded from 8-8:30 to 8-8:55 p.m. when it returns to the air Oct. 1, the company is planning to shift *Adventures of the Thin Man*, currently heard on CBS Fridays 8:30-8:55 p.m. to Sunday evenings at 10:30 on CBS. Shift will probably take place either Sept. 26 or Oct. 3, dependent on the CBS period General Foods selects for the news program by William Shirer, presently heard Sundays 10:30-10:45 p.m. Agency for the Kate Smith show (Jello), and for William Shirer (Grape Nuts), is Young & Rubicam, New York, while Benton & Bowles, New York, handles the *Thin Man* for Sanka and Post Toasties.

## Fly-Garey Fight

(*Continued from page 10*)

and Lee Falk, of OWI to remove allegedly undesirable foreign language commentators said "this smelly stuff is intolerable". It added that such practices should immediately be reported to the district attorney wherever they crop up "for in ordinary business dealings this squeeze play by the OWI and FCC would be regarded a highly objectionable form of blackmail and the perpetrators of it would lay themselves open to criminal charges of conspiracy."

Linwood I. Noyes, publisher of the *Ironwood* (Mich.) *Globe* and president of the American Newspaper Publishers Assn., in an address also alluded to the attack on 'freedom of the press". "One cannot be destroyed without destroying the other," he said, "declaring that if we lose freedom of speech and of the press, we lose all other freedoms."

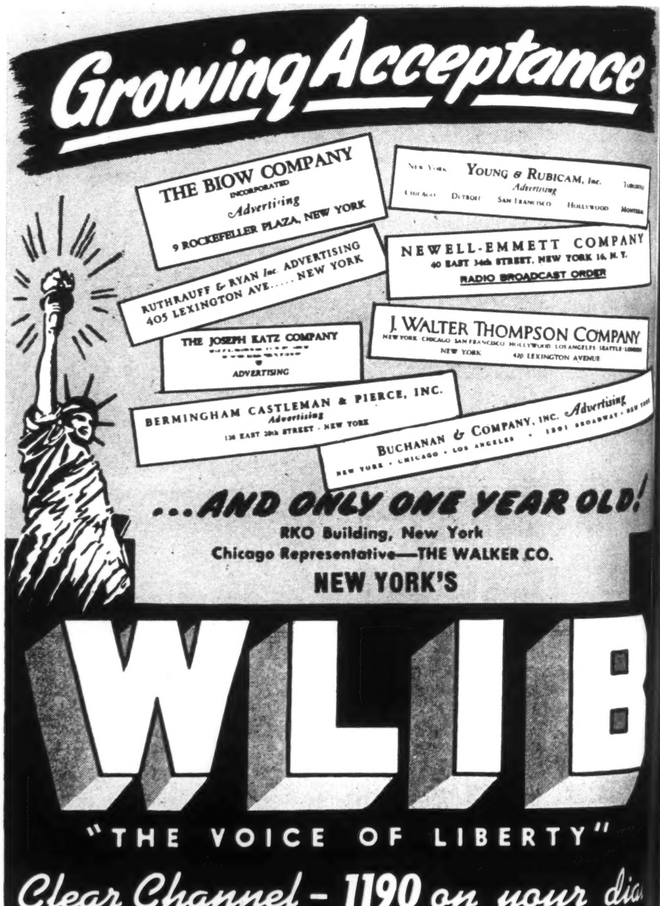
*Editor & Publisher* in its Aug. 12 issue editorially attacked the FCC-OWI form of "extra-legal censorship". "It is intolerable that appointed minor officials should assume the power of final judgment over the utterances of radio speakers. If broadcast statements are treasonable the law provides measures for dealing with them." Describing the OWI-FCC formula as smacking of "near blackmail", *Editor & Publisher* called upon press and radio to stand together on this issue.

"If one government underling can assume and get away with the power of gagging a radio speaker, we can be sure that others will try the same schemes in other directions. The postal regulations by which a number of publications have been silenced are already a danger to free publication."

In a facetious vein, the *Wall Street Journal* last Thursday picked up the Falk disclosures editorially. It revealed that Mr. Falk is the author of the comic strip "Mandrake the Magician". Mandrake, the newspaper pointed out, has a very handy trick of seeming to be there when he really isn't. It pointed to the similarity between Mandrake and "John Durfee" who was the OWI "man who wasn't there"—an invention of OWI.

"If comic strip artists are to have responsible places in Washington," the *Journal* continued, "we wish to nominate that veteran, Rube Goldberg. Mr. Goldberg, as a good many people know, is the creator of goofy inventions, which employ the most complicated and fantastic machinery to do the most simple things. It seems to us there are dozens of bureaus which could use Mr. Goldberg.

"But probably the scheme is no good. We sense a fatal defect right now. The defect is that Mr. Goldberg knows when he is being funny."


Growing Acceptance
THE BIOW COMPANY INCORPORATED Advertising 9 ROCKEFELLER PLAZA, NEW YORK
NEW YORK YOUNG & RUBICAM, Inc. Advertising TORONTO CHICAGO DETROIT SAN FRANCISCO HOLLYWOOD MONTREAL
RUTHRAUFF & RYAN Inc. ADVERTISING 405 LEXINGTON AVE..... NEW YORK
NEWELL-EMMETT COMPANY 40 EAST 34th STREET, NEW YORK 16, N. Y. RADIO BROADCAST ORDER
THE JOSEPH KATZ COMPANY ADVERTISING
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...AND ONLY ONE YEAR OLD!
RKO Building, New York
Chicago Representative—THE WALKER CO.
NEW YORK'S
WLIB
"THE VOICE OF LIBERTY"
Clear Channel – 1190 on your dia

**AMONG THE NEW** crop of women technicians at broadcasting stations throughout the country is Margaret Walton, 18-year-old control engineer at WIP Philadelphia. She is licensed as a radio telephone operator, 2d class. Miss Walton trained at WIP in a course sponsored jointly by Philadelphia broadcasters and the vocational school system.

## Davison at NBC

WALTER B. DAVISON, formerly of the maintenance engineering section of the U. S. Signal Corps radar laboratories at Ft. Monmouth, N. J., has joined the sales staff of NBC's radio-recording division, according to Robert W. Friedheim, sales manager of the division. Mr. Davison first joined NBC in 1934 as a page. In 1938 he was transferred to Hollywood as manager of that department. He was successively assistant sales promotion manager for the Pacific Coast and national spot sales representative for Southern California. In 1941 he became sales manager of KMPC, Beverley Hills, Cal., later moving to KGO, San Francisco, as sales manager, where he remained until November, 1942, when he assumed civilian duties at Ft. Monmouth.

## WAC Brochure

WAR ADVERTISING Council has published a brochure on the talks of Elmer Davis, OWI director; Marvin Jones, War Food Administrator; Donald Nelson, chairman, WPB; Fred Vinson, chief, OES; and Chester La Roche, chairman, WAC, broadcast over NBC July 14 as an appeal to business to double its war effort advertising.

The *Only*
**BLUE**
Network Station
*Serving*
the rich important
*U. S. 34th*
Metropolitan District
**WFMJ**
Youngstown, O.

# Informers Used, Garey Charges

*(Continued from page 10)*

ment and that Congressional or public access thereto would not be in the public interest." Ordered by Chairman Cox to answer Mr. Garey's questions, Mr. Guest still refused, even though he was warned of the consequences.

He admitted, however, that he learned from the FBI files that Mr. Falk had attempted to prevail upon the FBI to put Mr. Brunner off the air but that the FBI had refused to take such action. Mr. Guest stated that his investigation, concluded about six weeks ago, had revealed no reason why Mr. Brunner should not be on the air and that he had so advised Mr. Alcorn.

### *Source of Brunner Charges Questioned as to Credibility*

Mr. Garey asked again what business it was of the Commission's whether Mr. Brunner was on the air or off, to which the witness replied that the FCC was legitimately interested in a station's employment of a person charged with various subversive activities, including broadcasting code messages to a Nazi submarine, as a test of that station's operation in the public interest. Repeated questioning on this point failed to shake Mr. Guest's reply that the FCC was interested only in WBNX as a station and not in Mr. Brunner as an individual.

Questioned at length about the FCC's "informers," a term to which Mr. Guest expressed indignant objections leading to a heated exchange between himself and Mr. Garey, the witness said numerous complaints had been received, both from individuals and Government agencies, but a report from Alan Fenner of the FCC New York staff, read by Mr. Garey, indicated that the main source of information to all Government agencies had been another German language broadcaster on WBNX whom the FCC had subsequently recommended for a position with OWI. This led Chairman Cox to ask if there is "complete cooperation between the FCC and OWI in persecuting poor devils whom they want to get rid of."

A minor sensation was created when Mr. Garey revealed that the "hair raising" charges against Mr. Brunner and other persons under investigation had come from Herman Wolfgang, whose credibility was placed in question by serious charges in the FCC files. Mr. Guest admitted that Wolfgang's story had caused him to hold up his report on WBNX, but declared that as soon as he had discovered the truth about Wolfgang he had "dropped him like a hot brick."

Mr. Garey read a memorandum from Mr. Guest to Marcus Cohn, chief of the FCC's legal field section, written following an interview with the superintendent of the institution in which Wolfgang had been treated, stating that "we have not given up the ship on Dr. Wolfgang and feel that certain statements made to us which Dr. Wolfgang claimed were of his own personal knowledge should be checked so far as possible."

Mr. Guest explained that the

## Drive Spreads

TACKLE DRIVE for soldier anglers proved so popular with the boys that WCKY Cincinnati, which furthered the drive in conjunction with newspapers and tackle dealers, wants to spread the collection plan to other areas. The original "Tackle for Troops" drive in Cincinnati was designed for those stationed in the Aleutians and Alaska, but when other soldiers read about it in *Yank*, they wrote WCKY requesting some of the tackle for their military base. The station explained that all collected had been shipped to the northern outposts, but urged the men to contact their local radio stations and newspapers so that local drives could be organized. WCKY also referred the plan to the Outdoor Writers of America, and has suggested that other stations consider starting a "Tackle for Troops" campaign.

## Subsidy Bill Drive

EFFORT to push the Bankhead Bill (S-1073) providing subsidies for newspapers is expected when Congress reconvenes next month. A companion bill in the House (HR-2684) contains similar provisions. Though radio subsidies are not included in the bills, the industry has gone on record through the NAB as opposed to Government subsidies. Senator Bankhead (D-Ala.) recently told the Alabama Press Assn. that the bill in no way jeopardizes freedom of the press.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA
5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery

THE NEXT CORNER!

**What is around it?**

The future is anybody's guess—now, more than ever. The end of the war will see facilities for the manufacture of consumer goods no longer tied up in war production. Competition will be keener than ever. We're drawing closer and closer to that corner. We may reach it this year—maybe next—but reach it we will, sooner or later. Are *you* prepared for that day?

The smart boys are getting ready to hit the new stretch of road. They're drumming their product name into the ears of potential customers. They're making sure that, with the renewal of competition, *their* product will be remembered. They're buying radio time, first! Why? Because by radio they can carry on a campaign of maximum effectiveness with the minimum outlay. And in Canada most of them choose CFRB. Because the largest share of Canada's richest market is reached through CFRB, Toronto. Yes, in a key area, fed by three stations, CFRB broadcasts half the leading sponsored programs.

CFRB
TORONTO

memo was based on a statement of the superintendent that "everything which Wolfgang said might not be untrue." Upon further discussions with the FBI, he added, he decided to discard Wolfgang's charges entirely.

### *Cox Sees Attempted Censorship By FCC*

When the FCC investigation cleared Mr. Brunner of the charges against him, WBNX was advised of this fact, Mr. Guest said, and told that its application for renewal of license would be acted on at the earliest possible moment. The station has since received a permanent license, he said. Mr. Garey charged that this was tantamount to telling the station "you wouldn't refuse them a license if they decided to put Brunner back on the air," a strictly illegal procedure, since the FCC has no authority to censor program content or program personnel.

After hearing the evidence about the FCC investigation of WBNX personnel, Chairman Cox asked the witness, "What were you after? Did you want to give the public clean radio, frightened, terrorized radio? Did you ever think about free radio? If people don't suit you do you just call them Nazis and take after them?"

### *Luotto Commended for Deliberation on Citizenship*

Dorothy Waring, director of investigation for the Anti-Nazi League, took the stand briefly in the afternoon, but was dismissed when questioning revealed she did not possess the information Mr. Garey desired about the League's personnel and the conduct of its affairs.

Andrea Luotto, also recalled briefly, testified of a conversation with Arnold Hartley, who had been program director of WGES, Chicago, at the time of that station's dismissal of Stefano Luotto, following Mr. Hartley's acceptance of a similar position at WOV New York. Mr. Hartley, Mr. Luotto said, avowed the highest esteem for Stefano and offered to do whatever he could to assist in righting the injustice done him.

Stefano Luotto, the final witness of the day, denied having any Fascist or Nazi sympathies, explaining his failure to apply for United States citizenship until 1941, 10 years after his arrival in this country from his native Italy, on the grounds that after spending 36 years as an Italian citizen he was reluctant to become an American citizen until he was convinced that he could honestly forswear all ties with his native land. In 1941, he said, when it became probable that the United States and Italy would find themselves on opposite sides in a war, he reached the decision that the United States had become his true country and applied for his citizenship papers. He denied the charges in an FCC press release that he had waited until after the passage of the Alien Registration Act, stating that he had not known of the act and that it had no bearing on his decision.

Regarding the Dante Alighieri Society of Chicago, he testified that contrary to the allegation of the FCC this organization was purely cultural, with no political leanings, and that several Jewish refugees from Italy had become members. Questioned about his dismissal from WGES, he corroborated the previous testimony of his brothers.

### *Garey Calls Witness 'Obviously a Perjurer'*

Commending Stefano Luotto for his careful deliberation over taking out citizenship papers, Chairman Cox said: "You may be a dangerous man to be turned loose on the American public over the wavelengths, but I can't see it. I think you have the sympathy of the public and that you and your brother have been unfairly treated and persecuted."

Giuseppe Lupis, publisher of *Il Mondo*, a monthly magazine, and

## Ronzoni 100% Radio

RONZONI MACARONI Co., Long Island City, through its newly-appointed agency Emil Mogul Co., New York, will devote its entire advertising budget to radio. Firm has purchased time in several eastern markets in the past and plans to augment its schedule shortly.

## *Background for Old License Refusals Explained As FCC Denies Censorship*

ANSWERING the charge that the FCC activities concerning domestic foreign language broadcasts constitute censorship, which it terms "without foundation", the FCC on Tuesday issued to the press background information citing court decisions on the KFKB (Dr. Brinkley) and KGEF (Trinity Methodist Church) cases, following the original Federal Radio Commission's failure to renew licenses.

In the first instance, the failure to renew was based on "the fact that a good deal of the station's broadcast time was devoted to the sale of medicinal products of Dr. Brinkley and in the prescription by Dr. Brinkley over the air of remedies for ailments described to him only in letters," which the Radio Commission held not to constitute operation in the public interest.

### Religious Charges

In the second case, the Radio Commission refused to renew the license because 'the broadcasts of Dr. Shuler were scurrilous, antireligious, debasing of the Jewish and Roman Catholic Church, etc."

The FCC, after reciting these cases, said:

> The rationale of these cases also applies with respect to domestic foreign language broadcasts. The Commission in moving in this field does not undertake to tell the stations what programs they may or may not carry. The Commission's only function is to assemble information as to whether stations are operating in the public interest. We do not tell the station to carry or not to carry programs but we can look at the service the station has rendered in determining whether the operation of the station has been in the public interest and whether the continued operation of the station is likely to be in the public interest.
>
> In time of war it can scarcely be denied that the Commission can consider the foreign language broadcasts of radio stations in order to determine whether these programs are conveying information to the enemy or are spreading enemy and subversive propaganda and disparaging the cause of the United Nations, etc. If any of the stations carrying foreign language broadcasts have been engaging in such activity, there can be no doubt that upon the authority of the decisions in the KFKB and *Trinity Methodist Church* cases, the Commission's right to refuse to renew the licenses of such stations would be upheld by the courts.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
N. B. C.

MISSISSIPPI BUSINESS ACTIVITY UP 38%

June 1943 continued the UPWARD trend of previous months in Mississippi by showing an increase in business activity of 38 per cent over June of 1942. (Average increase 12-months ending June '43 was 26.58%.) WJDX D-O-M-I-N-A-T-E-S the UP-MARKET in Mississippi. Let the "Voice of Mississippi" speak for you in Jackson and in Mississippi.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

The TEXAS RANGERS now
Selling Beer On WLOK
Lima, Ohio
... also selling many other products on many other stations.
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

FOR Fine Music FM
In KANSAS CITY it's "COMMERCIAL RADIO'S"
K49KC
K.C.'s Pioneer Commercial FREQUENCY MODULATION STATION
Owned and Operated by
COMMERCIAL RADIO EQUIPMENT COMPANY

AS **PARATROOPERS** descended upon Denver Municipal Airport, Pvt. Torland, formerly of KOA, and Verne Andrews, engineer, were on hand with mike and pack set. The tactical assault on the airport was covered by KOA also from the air by Lt. Edward Brady, former KOA announcer and winner of the 1941 Davis announcing award.

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employed at WHOM as a censor, monitor and announcer, testified Wednesday morning. He said he had come to this country several times on a visitor's passport between 1926, when the Fascists drove him out of Italy, and 1937, when he entered as an immigrant, applying for citizenship papers shortly thereafter.

Questioned at length about his duties at the station, he denied telling Joseph Lang, general manager, to fire anyone, but admitted "criticizing" certain of the station personnel. He also described his duties as censor and monitor, answering "yes" when asked if his object was to protect the listeners' morals and to teach Americanism to Americans. He admitted giving information to various Government agencies, but vehemently denied that he was an "informer".

Mr. Lupis appeared to have difficulty in understanding Mr. Garey's questions and in remembering details of contacts he had had with FCC staff members and others, leading to frequent admonitions and at one point, where he answered "I don't recollect," to all questions about information he had given to Naval Intelligence, Mr. Garey stated, "The witness is obviously a perjurer."

He denied that he had ever been paid for giving this information and stated that the only money he had received from any Government agency was from the FCC for getting translations of material they wanted from Italian language papers and from the OWI for broadcasting on shortwave. Asked about his contacts with numerous Italian language radio personnel, he denied using his influence to get them jobs with the OWI, and when Mr. Garey showed him a letter he had written to Lee Falk on behalf of Alberto Cupelli, assistant editor of *Il Mondo*, who had been discharged from WOV, he admitted writing that one but was unable to recall any others.

### *Unable to Recall Making Report to FCC*

Questioned about a report in the FCC files of information he was said to have given concerning the pro-Fascist sentiments of Andrea Luotto, Mr. Lupis was unable to recall making any such report to the FCC, although he said the charges against Mr. Luotto were true and that he had discussed them with a number of people.

James H. Sheldon, administrative chairman of the Non-Sectarian Anti-Nazi League, called in the afternoon, reported that his organization investigated organizations and persons suspected of engaging in pro-Nazi propaganda, doing most research in published material but occasionally making personal investigations. When the League secures information in the field of any Government agency it passes the information along, he said, but in most cases it is at the request of the agency. The League is not paid for such information, but is supported by voluntary contributions, he stated.

Questioned at length about Mario Buzzi or Bossi (he was not sure which is the right name), an investigator for the League, Mr. Sheldon admitted having little knowledge about his background but said that Buzzi, like some other investigators had justified himself totally by the results of his investigations. He said that the FCC had asked the League for information about the Luottos, which the League did not have, but denied that any arrangements had been made for Buzzi to go to Chicago to investigate Stefano Luotto, as had been previously charged.

FCC assistant general counsel Nathan David, representing the Commission in the absence of general counsel Charles R. Denny, distributed a press release denying that the FCC had anything to do with the dismissal of George Brunner from WBNX and pointing out that the FCC's interviews with Wolfgang (see Tuesday report) occured in May, 1943, almost a year after the dismissal had occured.

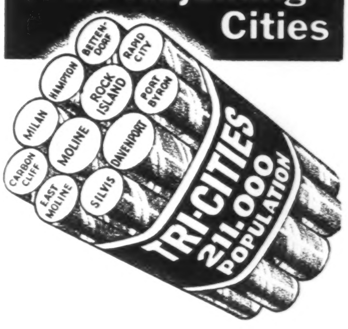
### *Lupis Testimony Continued on Thursday*

Resuming the stand on Thursday morning, Mr. Lupis admitted asking another Italian, Gabriel Sonino, to monitor certain programs on WBNX, insisting, however, that this was done as part of his general fight against Fascism and not because WBNX is a business competitor of WHOM, at which Mr. Lupis is employed. He was again hesitant in his answers to Mr. Garey's questions and inclined to deliver lengthy expositions on the Italo-American political situation, drawing from Chairman Cox a request to be more direct in his answering. Mr. Garey, who hammered the witness with constant repetitions of the questions until they were answered, was cautioned to "speak softly to Lupis or you'll be accused of trying to smear him."

A letter from Lee Falk of OWI, complimenting Mr. Lupis on his understanding of the feelings of Italians in this country and stating that a commentary series by him would be "a real contribution to the war effort," was read into the record, as was a letter from Alan Cranston of FCC thanking Mr. Lupis for information about Italian movies and adding, "we are already on their trail."

Reverting to the relationship of Mr. Lupis with the Luottos, Mr. Garey read a letter written to Andrew Luotto by Joseph Lang, general manager of WHOM, last September, regarding a conversation between Mr. Luotto and Mr. Lupis held in Mr. Lang's office a month before. The letter reported that "you asked Mr. Lupis if he had told anyone that you were not a good American—that he considered you a Fascist agent—or that you were in any way connected with Fascist activities." Mr. Lupis answered "No." Mr. Lupis denied making this statement, saying that

WOWO
FORT WAYNE
Indiana's most powerful station
WESTINGHOUSE RADIO STATIONS Inc



ONE Market..
..11 Adjoining Cities

A "SWEET" MARKET!

The "TRI-CITIES" are potent . . . Rock Island and Moline, Illinois—Davenport, Iowa . . . plus 8 contiguous urban communities similar to the boroughs making up greater New York City. Here's a market PACKAGE larger than the cities of San Diego, Syracuse or Dayton. Disregard "city listings" when sizing up this market. Disregard claimed "outside coverage", too—because the RESULT-GETTING "salesman-from-within" is . . .

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

Ann Holden's new time proves more popular

Just five announcements at her new afternoon time brought in 1,395 letters—an average of 279 per announcement. And now you can buy Ann Holden's Home Forum on a daily basis for only $350 per month. See your Blue Spot Representative or wire us direct for details.

KGO
SAN FRANCISCO-OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

BEST RADIO BUY IN BALTIMORE!

WCBM

AND THE BLUE NETWORK

John Elmer, President
Geo. H. Roeder, Gen. Manager

FREE & PETERS
Exclusive National Rep.

EXCLUSIVE
COVERAGE
AUDIENCE
PROGRAMS

KTFI
TWIN FALLS, IDAHO
NEAREST STATION
100 MILES
— NBC —

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Mr. Lang was mistaken, and he expressed surprise that Mr. Lang should have written this letter without consulting him.

He also denied other statements of the same tenor in the letter, which ended that Mr. Lupis "concluded the discussion by saying that he was confident you (Luotto) would eventually obtain proof of the fact that he never took any part in any action to discredit you; that he felt you had been unjustly accused, and that he was hoping in his heart that you would obtain a complete vindication." Mr. Lupis denied making any such avowal, saying that he had refused to commit himself to Mr. Luotto and that Mr. Lang's report was "incorrect."

Questioned by Mr. Garey about Stefano Luotto's broadcast on WHOM last May, Mr. Lupis said he had told Mr. Lang that Mr. Luotto had been accused of being a Fascist in an article in *La Parola* and was then suing that paper for libel, and advised against allowing him to go on the air until the suit had been decided.

### *Cox Denies Lupis Permission to Speak*

He insisted that the Dante Alighieri Society of Chicago, of which Stefano Luotto had been vice-president, is a branch of "the most powerful Fascist organization in the world."

Mr. Garey read the following excerpt from an editorial "Divide and Conquer" appearing in the August, 1942, issue of Mr. Lupis paper, *Il Monda:* "We remember that Al Capone—his name again comes spontaneously to the pen, talking about pro-Fascist people—was put safely away by an indirect measure, because of an income tax matter. Why not use similar indirect measures in order to oust the 'neutral Italian-Americans' from their 'wait and see' work?"

Pointing out that on Aug. 25, 1942, Sidney Spear, FCC attorney, who has since resigned, had described to Robert K. Richards of the Office of Censorship, the "extra-legal" manner in which Mr. Spear and Mr. Falk had cooperated to put off the air people Mr. Falk suspected of "doing some funny business," Mr. Garey asked Mr. Lupis if his editorial might not have suggested this plan of indirect attack to these Government employes. Mr. Lupis denied suggesting or approving the Falk-Spear activities, declaring that by "indirect" he did not mean "illegal" and pointing out that the proceedings against Al Capone had been legal. Excused, Mr. Lupis asked to make a statement, but Mr. Garey said that was not necessary and Chairman Cox concurred.

### *Hartley Recalls Call From David*

Arnold B. Hartley, program director of WOV, New York, took the stand in the afternoon session. He started by relating a telephone call that he had received from Nathan David before the Committee hearings, saying that David in that telephone conversation recalled a conference that David, Spingarn and Hartley had held in Washington. Hartley denied Counsel Garey's charge that David had called to influence Hartley's impending testimony before the Committee.

### Screamer

AIR RAID sirens failed to sound the other day in Plattsburgh N. Y., but a wide awake control engineer did his part in "alerting" the community. It had been planned to coordinate local precautions and part of the city fathers' plan was to have WMFF broadcast the signals sounded at the OCD posts. Faces were red when nothing but silence issued from the sirens. But not for long. Opening the control room mike, our engineer turned on the small electric siren used for a "calling all cars" announcement of a local auto dealer. Now it's a regular feature of raid test programs.

Hartley described a visit he made to Washington in October 1942 to determine why WGES, Chicago, was operating under a temporary license and why the FCC had refrained from granting a permanent one. After conversing with the station's attorneys, Porter & Haley, and immediately after meeting with Spingarn and David, Hartley wrote a letter to his employer, Gene Dyer, relating the results of his Washington conversations.

### *FCC Releases Report Attributed to Hartley*

The letter, read into the record by Garey, stated that if "the Dyers wanted to sleep nights they would get Luotto and his assistants, Conti and Alfedi, off the air". The latter is out of radio while Conti is still purchaser of time on WGES but is not permitted to broadcast. The letter quoted Spingarn as stating there were two technical irregularities which could be the basis for holding up a license renewal besides the station vulnerability on the Luotto matter.

Hartley wrote that Luotto's name with the FCC is "black as sin". The license of the station was "stuck" in a newly-created FCC department, the War Problems Division. Hartley testified that when he returned to Chicago after his Washington conversations, Conti and Luotto were immediately removed from the air and shortly thereafter WGES was granted permanent license.

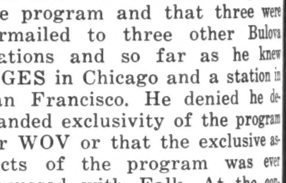
When Counsel Garey asked Hartley about an FCC release which quoted Hartley as stating Luotto was pro-Fascist, Hartley said the only information that he conveyed was that Luotto refused to use OWI insertions in his newscasts.

Hartley testified that in various private matters with the Luottos and with Gene Dyer and with Ralph Weil of WOV, he was not responsible in any way for any of Luotto's difficulties. At that point Judge Cox interjected an off-the-record statement that he was convinced "Hartley was a decent young fellow who would not knowingly harm anyone".

At the conclusion of the day's testimony the FCC released a supposedly confidential report that Hartley had given to Arnold Becker, FCC Chicago attorney, about Stefano Luotto. On the stand, Hartley had testified that the report was given to Becker and that some time thereafter Hilda Shea called Hartley long distance from Washington and told him that "she had made a few changes in his statement and polished it up and that she was sending a copy to the Office of Censorship".

Hartley testified that he had never authorized Mrs. Shea to change or revise his statement. At that point Nathan David jumped to his feet and asked Judge Cox for permission to read into the record both the original and revised statement to point up the fundamental similarity of the two. This was refused and Mr. David's request was stricken from the record. Hartley's four-page confidential statement, copies of which the FCC distributed to the press, related the content of some of Luotto's broadcasts and some of his general political attitudes. The statement was said to be circumstantially incriminating. It states that Luotto is "intellectually convinced of Fascism", and has obviously studied it and arrived at its essence.

Hartley told of a war service program idea which he suggested to Lee Falk that the OWI prepare. The program was a counter-propaganda newscast refuting item by item Axis propaganda shortwaved the previous day. Hartley stated that WOV received four copies of the program and that three were airmailed to three other Bulova stations and so far as he knew WGES in Chicago and a station in San Francisco. He denied he demanded exclusivity of the program for WOV or that the exclusive aspects of the program was ever discussed with Falk. At the con-


KEEP THE SALES FIRE BURNING

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA - MONTANA

clusion of the day's hearings David asked Judge Cox if the persons whose "names were blackened" by the Committee would be given an opportunity to appear and testify. Judge Cox replied that the request was unbecoming of a member of an agency which had so patently denied that privilege to others.

### *Alcorn Tells of Removal of Announcer*

William C. Alcorn, vice-president and general manager of WBNX, New York, who took the stand Friday morning, characterized the removal from the air of George Brunner, German language broadcaster of WBNX, as "the most undemocratic procedure I have ever seen. Brunner had no opportunity to justify himself or answer any complaints." Mr. Alcorn was directed to remove Brunner from the air by Lee Falk of the OWI who bluntly told Mr. Alcorn that the Army would step in if WBNX did not comply.

Although the FCC in a prior press release disclaimed any responsibility for the removal of George Brunner, Counsel Garey read into the record an FCC memorandum which listed Brunner as being allegedly pro-Nazi. He had been broadcasting for 10 years. The OWI evidence against him, Mr. Alcorn testified, was built around the fact that on Dec. 17, 1941, Brunner had said on the air, "The U. S. had entered a long and hopeless war."

Mr. Garey read into the record a letter which Mr. Alcorn wrote to Neville Miller, NAB president, protesting the manner in which the Brunner episode was handled, and also a letter that Mr. Alcorn had received from his attorney, Reed T. Rollo, outlining why WBNX was on temporary license and relating the results of the conversations with Hilda Shea whom Mr. Rollo characterized as an exceptional and brilliant lawyer with little knowledge of operational problems. Mrs. Shea, Mr. Rollo wrote, feels there is no place for purely entertainment programs on a foreign language station but that each program should contain forceful anti-axis propaganda.

A situation somewhat parallel to the Brunner episode developed at WBNX with respect to an Italian announcer, Lido Belli (Relli Rizeri). Counsel Garey read into the record an exchange of correspondence between Lee Falk of the OWI and the Department of Justice in which Falk had requested from the department that Belli be interned for the duration. The department refused to intern Belli but acceded to Falk's request that he be prohibited from participating in any phase of the radio industry. Belli, an alien, was interned shortly after Pearl Harbor but was paroled under the sponsorship of Mr. Alcorn, who repeatedly sought revision of the Dept. of Justice restriction and asked that he be given full and fair hearing. In May of this year the parole was modified for the third time to allow Belli to conduct his time brokerage activities and to prepare programs. He is still not allowed to broadcast.

An example of bureaucratic gymnastics was furnished in the case of Hugo Neri (Alfonso Vanacore) who was removed from WBNX at the request of the OWI. According to a letter read into the record, addressed to Vanacore, OWI had no objection to your "resuming your former duties. The entire matter is now in the hands of the Office of Censorship." The Office of Censorship sent Vanacore a letter saying that "we have never entered into your particular situation and we were in no way interested in your removal from the air."

### *Italian-born Announcer Tells of Activities*

WBNX, Mr. Alcorn testified, was put on a temporary license by the FCC in August 1942, and was granted a permanent license Aug. 1, 1943. He said the temporary license resulted in a severe loss of revenue to the station, and militated against the successful operation of the station's business. The station broadcast in 12 different languages, and had received numerous awards for meritorious public service. Mr. Alcorn stated that in his opinion the Communications Act of 1934 should be rewritten so the term "public convenience, interest and necessity" is defined, and radio stations know exactly what the term means. The FCC can use the broad terms, Mr. Garey interpolated, to justify any action it sees fit.

Giulio Ascarelli, staff announcer at WHOM, where he also prepared newscasts and one morning a week acts as censor for Italian language programs, was called to the stand Friday afternoon. He testified he was born in Italy, had worked for M-G-M there and had been a member of the Fascist party, but had been expelled in 1933 because he was a Jew and had come to this country in February of 1939. He stressed that his membership in the Fascist party had been for business and not political reasons and stated that since coming to the United States he has fought Fascism.

When his expectations of a job with M-G-M in New York did not materialize because of his faulty English, Mr. Ascarelli stated, he heard of an opening on the Italian staff of WHOM, looked up the station's address in the telephone book, walked in and asked for the manager, and, after several interviews with Gulio Amauli, then Italian program director of WHOM, was hired as an announcer. At that time he knew no one employed at the station, he said. Since Pearl Harbor, Mr. Ascarelli said, he has worked for the CBS shortwave department, broadcasting to Italy.

Through questioning Mr. Garey elicited the information that Mr. Ascarelli's departure from Italy had been "facilitated" by the Italian government, which granted him a quota visa, greatly desired by many Italians at that time.

Reporting on a conversation with FCC lawyers in New York, Mr. Ascarelli testified they had asked him many questions about himself and his background, but had been chiefly concerned with his fellow employes at WHOM and their political activities. Questioned closely by Mr. Garey on this point, he said the FCC had seemed very interested in discovering if there were any Fascist people or Fascist activity at the station, but that he had not been questioned about any communistic leanings of either himself or others.

At the conclusion of Mr. Ascarelli's testimony, the hearing was adjourned until Aug. 24 at 10 a.m.

## Army Campaign

THE WAR Dept. has contracted with Geyer, Cornell & Newell, New York, for a three to four-month advertising campaign involving an expenditure of approximately $500,000 to recruit aviation cadets, it was learned last week. Purpose of the drive is to attract 17-year-old youths to prepare for intensive training.

## AGENCY *Appointments*

**OGILVIE SISTERS SALONS** Inc., New York, to Abbott Kimball Co., New York, for hair preparations and treatment Radio has been used; none contemplated for this year.

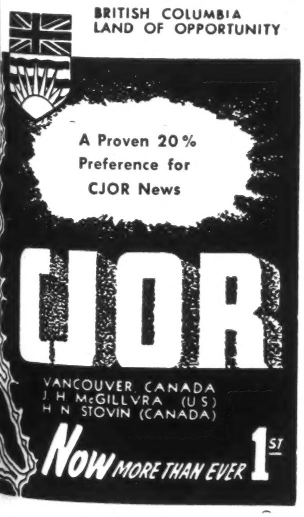
**CONSOLIDATED CHEMICAL LABS**, St. Louis, to Olian Adv. Co., St. Louis.

**GENERAL PAINT** Corp., San Francisco, to Botsford, Constantine & Gardner, San Francisco.

**WESSON** Co., Detroit, Mich., to Klau-Van Pietersom-Dunlap Associates, Milwaukee. To use radio.

**BETTER VISION INSTITUTE**, New York, to Lennen & Mitchell, New York, effective Oct. 1, for fall campaign on the theme "Eyes are Allies." Magazines and radio will be used.

**KIDD** & Co., Chicago, to H. B. LeQuatte Inc., New York, for Whip-Aid, a whipped cream mix. No radio contemplated for the present.


BRITISH COLUMBIA
LAND OF OPPORTUNITY

A Proven 20% Preference for CJOR News

CJOR

VANCOUVER CANADA
J H McGILLVRA (US)
H N STOVIN (CANADA)

NOW MORE THAN EVER 1ST

Miss June Rollinson
Russel Seeds Co.
Chicago, Ill.
Dear June:

If they ever promote me to a time salesman, I'm not going to go buzzing around with a lot of those primary, secondary and ½ milivolt coverage maps and charts. No Mam! I'm going to take my story from a mighty smart local advertiser who's certainly best able to know how WCHS listeners respond. The man I've in mind is Louis A. Cohen, the Walgreen of Charleston, and who owns 10 drug stores throughout this state. Course he didn't always own ten, in fact, a few years ago he started out with only one. At that time he advertised only once a week on WCHS, and I guess as he put on more advertising he couldn't help but open more stores. Now he's using two 15-minute programs a day, and I know he's not as much influenced by our 5000 watt power as he is by the way those cash registers "clink" in his stores. Guess the two do sort of go together though. Anyway, that's the kind of sales story I'm going to use and I got it from the August Radio Showmanship.

Regards
Yrs.
ALGY

WCHS
Charleston, W. Va.

First on New York's Dial...570

wmca

America's Leading Independent Station

81.2% TO 96.8%

These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.

WRBL
COLUMBUS, GA.

• CBS •

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—*if the network they are on cannot furnish coverage here*

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

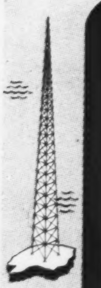
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"



*First choice*

The preferred spot on Puerto Rico dials . . . this modern station is your preferred selection for Puerto Rican coverage.

WIAC
SAN JUAN · PUERTO RICO

# Actions of the
# FEDERAL COMMUNICATIONS COMMISSION
AUGUST 14 TO AUGUST 20 INCLUSIVE

## Decisions . . .

### AUG. 17

**KOAM, Pittsburg, Kan.** — Denied request for special service authorization operate unlimited, 500 w N, 1 kw D to Feb. 1, 1944.

**WAPO, Chattanooga** — Granted involuntary assign. license from W. A. Patterson to Joda Patterson, executrix of estate of W. A. Patterson, and to Joda Patterson, Ramon G. Patterson and Louise Patterson Pursley, d-b as WAPO Broadcasting Service, new partnership. No money involved.

**WGST, Atlanta** — Designated for hearing application for license renewal.

**Churchill Tabernacle, Buffalo**—Granted petition to intervene re application license renewal of WKBW-WGR, Buffalo, to file exceptions to proposed findings, appear at oral argument if any is held, submit brief.

**Nashville Broadcasting Co., Nashville**—Denied without prejudice application of R. O. Hardin and J. C. Buchanan for CP for new local at Nashville on 1240 kc, 250 w, unlimited.

### AUGUST 19

**WILM, Wilmington Del.**—Granted license cover CP move transmitter locally, use WDEL south tower of directional array.

**WDEL, Wilmington, Del.**—Granted license cover CP for power increase, new transmitter, DA-D-N.

**WORK, York, Pa.**—Granted license cover CP for new DA-N.

## Applications . . .

### AUG. 17

**NBC, New York** — Extension authority transmit recorded programs to all stations under Canadian control that may be heard consistenty in U. S. for period beginning Sept. 15. Same for CECF, CBL and other stations under CBC control.

**W6XLA, Los Angeles** — Mod. CP for new television relay broadcast station, extend completion date to Dec. 1.

**KFMB, San Diego**—Transfer control from First National Trust & Savings Bank of San Diego, trustee, to O. L. Taylor and Jack O. Gross, 7,500 shares.

**KOB, Albuquerque**—Extension special service authorization operate on 770 kc, 25 kw N, 50 kw D, unlimited, from Oct. 1, 1943, to April 1, 1944.

**KWIX, San Francisco**—License cover CP for new international broadcast station.

# Network Accounts
All time Eastern Wartime unless indicated

## New Business

CUMMER PRODUCTS Co., New York (Energine), on Sept. 8 starts *Battle of the Sexes* on 73 BLUE stations, Wed., 8:30-9 p.m., having discontinued *Manhattan at Midnight* in that period.

PROCTER & GAMBLE, Cincinnati, on Aug. 2 started hitchhikes for Drene following *Road of Life*, on 127 NBC stations, Mon. thru Fri., 11-11:15 a.m. and preceding *Vic & Sade*, on 73 NBC stations, Mon. thru Fri., 11:15-11:30 a.m. Agency: H. W. Kastor & Sons, N. Y.

KELLEY, DOUGLAS & Co., Vancouver, (Nabob food products) on Sept. 6 starts *Nabob Radio Program* on 15 western Canadian Broadcasting Corp. stations. Mon. 11:30-12 midnight EDT. Agency: Stewart-Lovick, Vancouver.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Oct. 8 starts *Amos 'n' Andy* on 125 NBC stations, Fri., 10-10:30 p.m., and on Oct. 7 resumes Bob Burns *Arkansas Traveler* for Lifebuoy Soap on 41 NBC stations Thurs., 7:30-8 p.m. Agency is Ruthrauff & Ryan, N. Y.

VICK CHEMICAL Co., New York (Voratone, Vaporub, Vatronal), on Sept. 14 starts for 52 weeks, *Faces and Places in the News*, on 33 Don Lee Pacific stations, Tues., Thurs., Sat., 9:30-9:45 p.m. (PWT). Agency: BBDO, N. Y.

DALGLISH Ltd., Toronto (Javex), on Sept. 6 starts *Wife Preservers* on CKLW CHML CFPL CFCO CFLC CKWS CFRB, Wed. and Fri., 10:15-10:30 a.m. Agency: MacLaren Adv. Co. Ltd., Toronto.

CRAWFORD, MACGREGOR & CANBY & Co., Dayton, Ohio, on Aug. 8 sponsored full Blue broadcast of the Ryder Cup Golf Matches played in Detroit on Aug. 7 and 8. Program was in 4:45-5 p.m. spot.

## Renewal Accounts

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), on Sept. 14 resumes *Red Skelton & Co.* on 128 NBC stations, Tues., 10:30-11 p.m., and on Sept. 15 shifts Hildegarde's *Beat the Band* from Tues., 10:30-11 p.m. to Wed., 8:30-9 p.m, replacing Tommy Dorsey on 126 NBC stations. Agency: Russel M. Seeds Co., Chicago.

PABST SALES Co., Chicago (beer) on Sept. 25 renews for 26 weeks, *Blue Ribbon Town* on 107 CBS stations, Sat., 10:15-10:30 p.m. Agency: Warwick & Legler Inc., Hollywood.

GENERAL FOODS CORP., New York (Maxwell House coffee), on Sept. 2 resumes *Maxwell House Coffee Time* on 115 NBC stations, Thurs. 8-8:30 p.m. Agency is Benton & Bowles, N. Y.

C. F. MUELLER Co., Jersey City (macaroni), on Sept. 14 renews *Morning Market Basket* on 36 BLUE stations, Mon., Wed., Fri., 10-10:15 a.m. Agency: Duane Jones Co., N. Y.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins), on Sept. 27 renews *Quiz Kids* on 131 BLUE stations, Sun., 7:30-8 p.m., and *Lum & Abner* on 102 BLUE stations, Mon. thru Thurs., 8:15 - 8:30 p.m. Agency: Wade Adv., Chicago.

WANDER Co., Chicago (Ovaltine), on Sept. 27 reseumes *Captain Midnight* on 75 BLUE stations, Mon. thru Fri., 5:45-6 p.m. Agency is Blackett-Sample-Hummert, Chicago.

HALL BROTHERS Inc., Kansas City, Mo. (greeting cards), on Oct. 15 resumes *Meet Your Navy* on 117 BLUE stations, Fri., 8:30-9 p.m. Agency is Henri, Hurst & McDonald, Chicago.

LOOSE-WILES BISCUIT Co. has renewed *Cedrick Foster* for a series of 65 broadcasts, Mon. thru Fri. 1:45-2 p.m., beginning Sept. 1 over WNAC WEAN WICC WAAB WCSH WLBZ WTHT.

GENERAL FOODS CORP., New York (Postum), on Sept. 2 resumes the *Aldrich Family* on 122 NBC stations, Thurs. 8:30-9 p.m. (Repeat 12 midnight on 7 Pacific Coast Stations). Agency: Young & Rubicam, N. Y.

LEVER BROS., Cambridge (Swan Soap), on Aug. 31 resumes *Burns and Allen* on 117 CBS stations Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

DELAWARE, LACKAWANNA & Western Coal Co., N. Y. (Blue Coal), on Sept. 26 resumes for 30 weeks the *Shadow* on 22 MBS stations. Agency: Ruthrauff & Ryan, N. Y.

KRAFT CHEESE Co., Chicago (Parkay, Pabst-ett, etc.), on Aug. 29 resumes *The Great Gildersleeve* on 54 NBC stations, Sun. 6:30-7 p.m. (repeat on 12 Pacific Coast stations, 11 p.m.). Agency: Needham, Louis & Brorby, Chicago.

GENERAL FOODS, Toronto (Grapenut flakes, Baker's cocoa) on Sept. 2 renews *Aldrich Family* on 28 Canadian Broadcasting Corp. stations, Thurs. 8:30-9 p.m. Agency: Baker Adv. Agency, Toronto.

LEVER BROS., Toronto (Lux) on Sept. 13 renews *Lux Radio Theatre* on 30 Canadian Broadcasting Corp. stations, Mon. 9-10 p.m.; on Sept. 9 renews French-language *Lux Radio Theatre* on CKAC Montreal, and CHRC Quebec, Thurs. 9-10 p.m. Agency: J. Walter Thompson Co., Toronto.

STANDARD BRANDS, Montreal (Chase & Sanborn coffee) on Sept. 5 renews *Chase & Sanborn Program* with Edgar Bergen on 35 Canadian Broadcasting Corp. stations, Sun. 8-8:30 p.m. Agency: J. Walter Thompson Co., Montreal.

PACIFIC GREYHOUND BUS LINES, San Francisco (transportation), on Aug. 20 renewed for 52 weeks, *Romance of the Highways*, on 21 Don Lee Western stations, Fri. 10:15-10:30 a.m. (PWT). Agency: Beaumont & Hohman Inc., San Francisco.

DEPARTMENT OF FINANCE, CANADIAN GOVERNMENT, Ottawa (War saving stamps and certificates), on Aug. 16 renewed *They Tell Me* on 70 Canadian Broadcasting Corp. stations, Mon. thru Fri., 1:45-2 p.m. Agency: Advertising Agencies of Canada, War Finance Group, Toronto.

DEPARTMENT OF FINANCE, CANADIAN GOVERNMENT, Ottawa (War saving stamps and certificates), on Aug. 16 renewed *La Metairie Rancourt* on 14 Canadian Broadcasting Corp. French-language stations, Mon. thru Fri. 11:15-11:30 a.m. Agency: Advertising Agencies of Canada, War Finance Group, Montreal.

ELGIN NATIONAL WATCH Co., Elgin, Ill., on Sept. 4 resumes *The Man Behind the Gun*, shifting from Sun., 10:30-11 p.m. on 53 CBS stations, to Sat., 7-7:30 p.m., adding 9 CBS stations, making a total of 62 CBS stations. Agency: J. Walter Thompson Co., Chicago.

BENSON & HEDGES, New York (Virginia Rounds), on Aug. 16 renewed for 52 weeks Paul Schubert on 8 MBS stations, Mon., Wed., and Fri., 10:30-10:45 p.m. Agency: Duane Jones Co., N. Y.

LUMBERMAN'S MUTUAL Casualty Co., Chicago, on Aug. 29 renews for 52 weeks Upton Close, commentator on undetermined number of stations, Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co., Chicago.

## Network Changes

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shave cream), on Aug. 28 discontinues *Hobby Lobby* on 116 CBS stations, Sat., 8:30-8:55 p.m. (rebroadcast 11:30 p.m.). Agency: Ted Bates Inc., N. Y.

CENTAUR Co., Rahway, N. J., (Molle Shaving Cream), on Sept. 7 replaces *Battle of the Sexes* on 55 NBC stations, Tues., 9-9:30 p.m. with *Mystery Theatre*. Agency (Cummer, Centaur) Young & Rubicam, New York.

CAMPANA SALES Co., Batavia, Ill. (Campana Balm and Solitair Cake Makeup), shifts *Campana Serenade* from NBC to 117 CBS stations when it returns to the air Sept. 4, and increases its former quarter-hour time period by 10 minutes, Saturdays, 1-1:25 p.m. Format essentially same as last year. Agency: Wallace-Ferry-Hanly Co., Chicago.

BELL TELEPHONE CO., New York, on Aug. 30 and Sept. 6 shifts the *Telephone Hour* from New York to Los Angeles on 125 NBC stations. Agency: N. W. Ayer & Son, N. Y.

D. L. CLARK Co., Pittsburgh, Pa. (candy), on Aug. 29 adds 18 BLUE Pacific stations to *Where Do We Stand*, Sun., 5:30 p.m., making a total of 122 BLUE stations Agency: Walker & Downing, Pittsburgh, Pa.

AMERICAN HOME PRODUCTS, Jersey City on Sept. 20 adds 10 CBS stations to *The Romance of Helen Trent*, making a total of 127 CBS stations, Mon. thru Fri. 12:30-12:45 p.m. for Bisodol and Benefax and on Sept. 20 adds 10 CBS stations to *Our Gal Sunday*, making a total of 12 CBS stations, Mon. thru Fri., 12:45 p.m. for Anacin. Agency: Blackett-Sample-Hummert, Chicago.

GILLETTE SAFETY RAZOR Co., Canada Ltd., Montreal, (razors and blades) on Aug. 23 adds another fight program to its *Gillette Boxing Bouts* on 27 Canadian Broadcasting Corp. stations, Mon. 10 p.m. to end. Agency: Maxon, Inc., New York.

WANTED
ANNOUNCER-NEWSMAN
*Regional 5 kw, CBS Station Ohio Area*

Must be fully qualified by experience, draft exempt, flair for news, capable of program creation and continuity writing. Real opportunity for one who can qualify.

BOX 194, BROADCASTING

# CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

## Help Wanted

**Wanted**—Young woman who can write commercial copy that SELLS. Good mike voice essential. Progressive southern station. Box 212, BROADCASTING.

**Announcer**—Good salary, permanent position with southeastern network station for first class radio telephone licensed combination announcer. Send experience photograph, draft status first communication. Box 197, BROADCASTING.

**ENGINEER**—First or second class license. Good salary and ideal working conditions. In reply state draft status, experience, starting salary required and when available. KBIZ, Ottumwa, Ia.

**Announcer**—Permanent position with 5 kw. regional network station for draft deferred, experienced man. Box 202, BROADCASTING.

**Wanted**—First, Second, or Third Class Operator. Experience not essential. Apply Box 218, BROADCASTING.

**Wanted**—First class engineer, who will also be able to take over Chief Engineer job around January first. Draft exempt, or over 38. WSYB, Rutland, Vermont.

**Wanted — Salesman-Writer** — Excellent opportunity for sober man who can produce. Permanent position. WMJM, Cordele, Georgia.

**Draft Deferred**—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 201, BROADCASTING.

**North Carolina Regional Station**—Offers opportunity to experienced, draft-exempt announcer. Permanent. Details at once to Box 208, BROADCASTING.

**ENGINEER**—For 5 KW Indiana station. Must hold radiotelephone field license. In reply state education, experience, age and draft status. Replies confidential. Box 198, BROADCASTING.

**Excellent Opportunity for EXPERIENCED Announcer-Newscaster** —Single, Draft-exempt. Wire immediately WHIT, New Bern, N. C.

**Wanted**—Draft exempt combination announcer-engineer. Second or third class will do. Tell all first letter. WMSL, Decatur, Alabama.

**CHIEF ENGINEER** — Suitable experience Western Electric 5 KW Transmitter—Doherty circuit—Directional Antenna. $75 per week. Gene O'Fallon, KFEL, Denver.

## Help Wanted (Cont'd)

**Wanted**—Announcer. Experience not essential. Advise personal details Box 217, BROADCASTING.

**Progressive Southern Network Station**—Major market, has opening for production-continuity manager. Excellent opportunity. Box 215, BROADCASTING.

## Situations Wanted

**Chief Engineer**—5 KW net outlet, draft exempt, wants position with progressive station, with opportunity to purchase interest. Box 205, BROADCASTING.

**Staff Musicians**—Man, age 44, wife, playing violin, piano, organ, cello, sax, vibraharp. Have solovox. Radio experience. Union. Assist other work. Keshner, 504 Perry Street, Vincennes, Indiana.

**Engineer**—Experienced in operation and maintenance of all types of equipment. First class ticket. Well educated. 4-F. Married. Age 21. Permanent connection only. Box 206, BROADCASTING.

**Position Wanted**—Desire permanent employment with progressive 5 KW or larger station. First class license. Four years Broadcast Engineering experience, year and half Chief Engineer of KW Station. One year instructor of advanced radio. Minimum salary $55 week. Box 211, BROADCASTING.

**Television Producer**—14 years experience in motion pictures, radio and television. Box 199, BROADCASTING.

**Station Manager**—20 years experience managing radio stations, both independent and network affiliates. Capable of coordinating commercial, program and technical departments so as to produce outstanding results. Age 41. Draft exemption. Thoroughly familiar with FCC regulations and procedure. Holds first class license. Best of references. Immediately available. Box 207, BROADCASTING.

**Educational Public Service Program Director**—Now available! Competent writer-producer with public relations experience. Young woman with specific training and background for a specific job. Wire Box 204, BROADCASTING.

**Radio Engineer**—Desires connection as chief engineer with broadcast station, preferably in midwest. Electrical engineering degree and thirteen years experience covering engineering, construction and maintenance Draft status 3AH. Box 203, BROADCASTING.

REPUTABLE MANUFACTURER

Desires to Buy Standard Broadcast Station

*in Area from Richmond to Boston.*

Local Station preferred with or without National Network Affiliation. Would consider retaining present management.

Wire or write **BOX 195, BROADCASTING**

### AMP Pacts Signed

A NEW MUSIC licensing agreement has been completed between Associated Music Publishers and WATR Waterbury, Conn., AMP reported last week. Renewal agreements have been signed with KRKO Everett, Wash., KYSM Mankato, Minn., and WFIL Philadelphia.

## Situations Wanted (Cont'd)

**Emcee Announcer**—Draft exempt. Can sell your variety, hillbilly or musical clock programs with pep, personality and originality. Now with big network station. Box 214, BROADCASTING.

**Radiotelephone Operator** — First class. American Japanese. Would like position as operator or in studio recording. Part time or full time. Reply Box 213, BROADCASTING.

## Wanted to Buy

**250 Watt Transmitter**—New or used, and all equipment necessary for installation of 250 watt station including antenna. Will buy complete set-up or any individual pieces of equipment. Box 210, BROADCASTING.

**Wanted to Buy**—250-watt transmitter together with complete station equipment. Box 209, BROADCASTING.

**Wanted**—One half wave tower, 1450 KC. including lights. Two RCA or WE Turntables, complete with filters and vertical and lateral heads, one program amplifier with power pack. Radio Station WHLN, Harlan, Kentucky.

**Regional Or Local Station**—In northeast. Inquiries confidential. Box 200, BROADCASTING.

**Wanted to Buy**—Two RCA Universal Pickups. Station KFRE, Fresno, California.

## For Sale

**For Sale**—General Radio 630-A Signal Generator, never used, factory price. Box 216, BROADCASTING.

**1 RCA 892 Tube,** 1 RCA 905, 1 RCA Faradon condenser. Type UC 3097-K. 005 MFD. Radio, Box 2389, Roanoke, Va.

### Denies Intimidation

DENIAL that their protest against news commentators "who do not happen to hold the same political beliefs" as the Los Angeles Democratic County Central Committee is an attempt to intimidate radio speakers, was made in mid-August by committee spokesman in replying to a blast from Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System [BROADCASTING, Aug. 16]. George Myers, committee secretary, said a formal reply will be made to Mr. Weiss' letter protesting the LADCCC communication to sponsors of Fulton Lewis jr., charging asserted mis-statements by the commentator and asking redress.

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J. J. LECLARE, general sales manager of Diamond Crystal Salt Division of General Foods Corp., New York, has been named vice-president in charge of sales.

**GOOD ANNOUNCERS WANTED!**

**KDYL, NBC outlet in Salt Lake City, wants two thoroughly experienced announcers for permanent jobs that offer solid future and excellent income possibilities. Send full details in first letter together with audition disc and phonograph or for personal interview contact W. E. Wagstaff at John Blair & Company offices in Chicago week of August 23. The Blair offices in New York week of August 30, or the Hotel Muehlbach in Kansas City September 6 and 7.**

## PROFESSIONAL DIRECTORY

JANSKY & BAILEY
*An Organization of*
Qualified Radio Engineers
*SERVICE OF BROADCASTING*
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
*CONSULTING RADIO ENGINEERS*
MONTCLAIR, N.J.
*MO 2-7859*

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
**Commercial Radio Equip. Co.**
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York., N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

# Miller Gets Green Light From Legislative Committee of NAB

## Meetings of Nearly Half of 17 Districts Show Unanimous Support for New Radio Law

ALTHOUGH its legislative plans, insofar as personnel is concerned, have not fully jelled, the NAB Legislative Committee, at a meeting in Washington last Tuesday gave NAB President Neville Miller the green light in support of new legislation to afford the industry maximum protection against regulatory excesses of the licensing authority.

President Miller pointed out that the industry is strongly united in the demand for new legislation to re-define the powers of the FCC. In nearly half of the 17 NAB districts in which meetings have been held since the Frankfurter decision of May 10, delegating broad powers to the Commission, broadcasters were unanimous in their support of new legislation, he said. "Most of the meetings have resulted in the passage of resolutions and the appointment of District Legislative Committees", he added. "Recognition of the industry's peril is evident in these moves."

### Loucks Unavailable

Efforts had been made by the Committee to procure the services of Philip G. Loucks, Washington attorney. The former NAB managing director, however, advised the Committee at a luncheon session Tuesday that he would be unable at this time to consider such a retainer because of commitments, plus the manpower situation in his firm. Arthur W. Scharfeld, associate of Mr. Loucks, recently was commissioned a captain in AMGOT and now is on actitve duty.

Consideration also was given by the Committee to the retention of other legal counsel, particularly in the light of the vacancy created by the recent departure of Russell P. Place, NAB staff counsel, for government military service. Another staff appointment also was considered, without final action.

It had been presumed, when the Legislative Committee meeting was called a week earlier, that Mr. Miller had completed arrangements covering an all-inclusive legislative plan, entailing retention of personnel, which he would seek to have ratified by the Committee. In this connection several committee members were believed to have agreed upon retention of Mr. Loucks, since the matter had been discussed at an earlier meeting. It was clear that Committee members were disappointed over Mr. Loucks' inability at this time to consider the proposal advanced by Mr. Miller.

Four of the ten Committee members were absent—Don S. Elias, WWNC Asheville; James W. Woodruff Jr., WRBL Columbus; James D. Shouse, WLW Cincinnati; and Frank M. Russell, NBC Washington Vice President. Mr. Russell was in Washington but did not attend the meeting.

Present at the session were: Nathan Lord, WAVE Louisville; Clair McCollough, WGAL Lancaster; Joseph Ream, CBS Vice-President, New York; Ed Yocum, KGHL Billings, Mont.; and G. Richard Shafto, WIS Columbia, S. C. William Barlow of WLW, assistant to Mr. Shouse, was an observer in behalf of WLW's general manager, who was vacationing in Mexico and unable to return in time for the meeting.

## KFMB to Join Blue

KFMB San Diego, Cal., on Sept. 1 becomes a BLUE basic affiliate, replacing KFSD. Latter station in turn on that date joins NBC as a supplementary affiliate, continuing as such until Oct. 1, 1944, when it becomes a basic outlet. Owned by Worcester Broadcasting Corp., KFMB operates on 1450 kc, 250 watts. KFSD is owned by Airfan Radio Corp. Ltd., and operates on 600 kc, 1000 watts.

## WFPG to Join Blue

WFPG, Atlantic City, N. J., on Oct. 4 joins the BLUE Network as a basic supplementary station, bringing the network's total affiliates to 165. Owned by Neptune Broadcasting Corp., WFPG operates on 250 w, 1450 kc fulltime. Evening hour rate will be $60 per hour.

WJBK Detroit, has been awarded a special flag and certain of its members have received certificates of merit from the Treasury Department for the patriotic work the 250 watt station has done in selling $1,350,000 worth of war bonds to foreign language listeners during the past year.

## Big Winner

H. V. KALTENBORN, NBC commentator, is reported by NBC to be looking for a good analyst to interpret the results of private poll on radio commentators conducted recently by a professor at the California Institute of Technology. Mr. Kaltenborn emerged in first place as "best informed commentator" and received second place both as "most respected commentator", and as "biggest stuffed shirt".

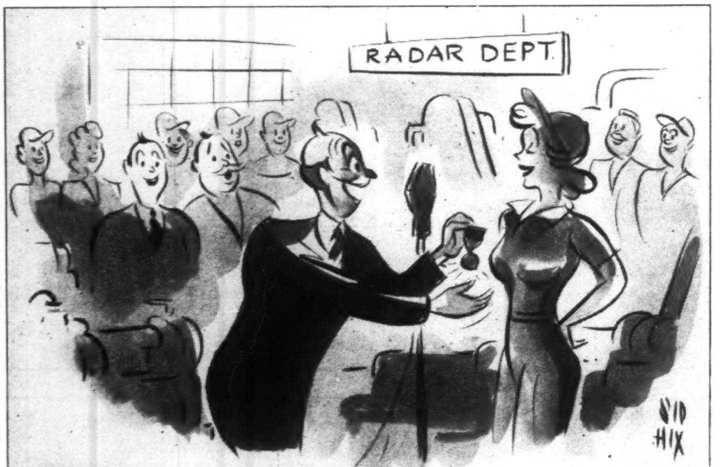
## Colgate, Carter Involved In Net Program Changes

CARTER PRODUCTS, New York, in replacing *Inner Sanctum Mysteries* with *Keepsakes* on the BLUE [BROADCASTING, Aug. 16], will shift the mystery show to CBS where it will occupy the spot now held by *Hobby Lobby*. Colgate-Palmolive-Peet Co., Jersey City, will discontinue the latter program following the Aug. 28 broadcast and *Inner Sanctum* will move to the Saturday, 8:30-8:55 p.m. spot on the full CBS network Sept. 4.

*Keepsakes*, featuring songs by Dorothy Kirsten and Mack Harrell in the Sunday, 8:30-9 p.m. period on the BLUE, will be heard on an 82-station hookup when it first goes on the air Sept. 5, adding three stations in December. Midnight repeat for Arrid, a carryover from the repeat of *Inner Sanctum Mysteries*, will be dropped Oct. 3. Ted Bates Inc., New York, handles Palmolive shave cream C-P-P product advertised on *Hobby Lobby*, and the promotion of Carter's Little Liver Pills and Arrid on *Inner Sanctum*.

## WENY to Join NBC

WENY, Elmira, N. Y., on Sept. 1 joins NBC as a basic supplementary affiliate, bringing the total number of NBC outlets to 139. Owned by the *Elmira Star-Gazette*, WENY operates on 250 w 1230 kc unlimited. It is currently a Mutual affiliate.



Drawn for BROADCASTING by Sid Hix
*"It Is With Genuine Pleasure That I Pin This Month's Production Award On One Of Our Fairest Workers!"*

## *300 STATIONS PLUG 'THIS IS THE ARMY'*

NEARLY 300 stations are contributing free time for promotion of "This Is the Army," non-profit Warner Bros. production, all proceeds of which go to the Army Emergency Relief Fund. Warner Bros. in cooperation with the Army, has prepared a 14-minute transcription, which is purchased by local exhibitors and offered free to local stations.

Space is being purchased in magazines and newspapers, with Blaine-Thompson Co., Warner agency, contributing all its customary agency commissions to the fund.

Promotional disc consists of five spot announcements by Al Jolson, Walter Winchell, Eddie Cantor, Kate Smith and Jimmie Durante, with a running narrative by George Tobias, who appears in the film. It includes six song hits sung by the chorus of "This Is the Army". Chorus is made up of a "task force" of soldiers stationed at Camp Upton, N. Y., where they are carrying out their regular training duties.

Film had its premiere in New York July 28 and as it opens in various sections of the country the list of 300 stations cooperating in the promotional drive is expected to be augmented.

## Clarence J. Huff

CLARENCE J. HUFF, vice-president in charge of sales of Procter & Gamble Co., Cincinnati, 68, died Aug. 18 in Hampton, N. H. With P&G since 1890, Mr. Huff was with the company's Boston office until 1912 when he went to Cincinnati as manager of the central sales division. He was also manager of the case goods department, and general sales manager, and had been vice-president and director since 1938. Surviving are his wife, a daughter and two sons.

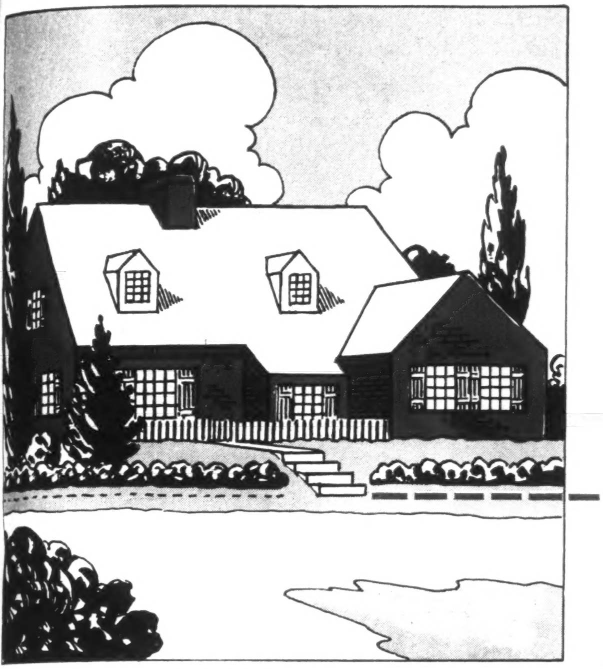
## Edward P. Sealy

EDWARD P. (Ted) SEALY, 39, of the continuity department of WMT Cedar Rapids, was killed Aug. 1 in an auto accident in Cedar Rapids. Mr. Sealy attended Coe College, Cedar Rapids, and graduated *cum laude* from Transylvania U., Lexington, Ky. He served nine months in the Army and was honorably discharged a few months ago at which time he became a member of WMT.

## Permit Denied

R. O. HARDIN and J. C. Buchanan, owners of Nashville Broadcasting Co., Nashville, Tenn., were last week denied without prejudi by the FCC a permit for a ne local broadcasting station to oper ate on 1240 kc, 250 watts, unlimite time. The action conformed to th FCC's "freeze" orders of Apri 1942, the Commission said in i proposed findings adopted Aug. 1

PAT FLANAGAN, sports announc of WJJD, Chicago, on Aug. 5 mis his first baseball broadcast since jo ing the station's staff three years a Hospitalization for a stomach ailme kept him off the job until Aug 8.



# *"The Happy Home"*

Home is what you make it, and Caroline Ellis helps make the homes in the "Heart of America" happy ones. Her many years of helping win friends and influence listeners for some of America's best known advertisers are established facts. Under homemaking conditions now, no more timely or logical a selling medium could be sponsored than KMBC's "The Happy Home" with Caroline Ellis, participating Mondays through Saturdays, at 8:30 a. m.

## *With Caroline Ellis*

# KMBC

**OF KANSAS CITY**

**FREE AND PETERS, INC.**

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**SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS**